SEPTEMBER 3, 1945

PRICE 15 CENTS

Rep Room

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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RICHMOND'S RED LETTER DAY

OCT. 1ST

W·L·E·E OPENS IN RICHMOND

A Tom Tinsley enterprise

Represented nationally by Headley-Reed

HAVE YOU GOT YOUR ORDER IN?

XUM

The Bauer family of Evanston, Chicago's big north-shore suburb. Mr. Bauer, in addition to his work with Bowman Dairy, holds down a duration extra job with A. C. Nielsen Company. The Bauers have lived in this same neighborhood since their marriage in 1929; they have been listening to WLS since the same year. Mr. and Mrs. Bauer are in the back row, with 8-months-old Beniti Catherine and (right) Thomas Bauer, Junior, 14. On the floor at play are Joseph James, 7; 5-year-old Leo Anthony; and John Patrick, who is 9.

Thomas, Junior, mows the lawn in front of the attractive Bauer home at 1004 Dobson Street, Evanston, Illinois; Joseph plays at helping him. The boys have their favorite programs, too (like The Lone Ranger); a second radio upstairs supplements the family set in the living room.

Selling in the Suburbs

THE BAUER FAMILY—PART OF YOUR MIDWEST MARKET

ADD *suburb* to the words "city, town and farm" and your market story is complete. For *suburb* covers thousands of families like the Bauers of Evanston, hard-working, able-to-buy, progressive home folk.

Living on a quiet, homey street, Thomas F. Bauer, Senior, is a nine-year employee of Bowman Dairy Company. Mrs. Bauer cares for a baby girl and four boys, finds time for Red Cross and Hospital Aide work; members of the family are active in Holy Name and other Church societies. Automobile, telephone, two radios, electric refrigeration, automatic heat: these are part of life for the Bauers.

Mrs. Bauer likes the help Martha and Helen of WLS Feature Foods give her in feeding her family wisely and well. Among other WLS favorites is "Your Home and Mine." "When our friends from Janesville, Wisconsin, visit us, they always want to see the WLS National Barn Dance," Mr. Bauer says.

Families like this (in city, suburb, town, and farm) are the *backbone* of your Midwest Market; families like this write WLS a million letters a year; pack the Eighth Street Theater twice every Saturday night, *paying* to see the WLS National Barn Dance broadcast. They're *old friends* of WLS, earned by 21 years of friendly service. *Your* prospects, *our* responsive listeners. Any John Blair man can tell you more.

890 KILOCYCLES
50,000 WATTS
AMERICAN AFFILIATE

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS
CHICAGO 7

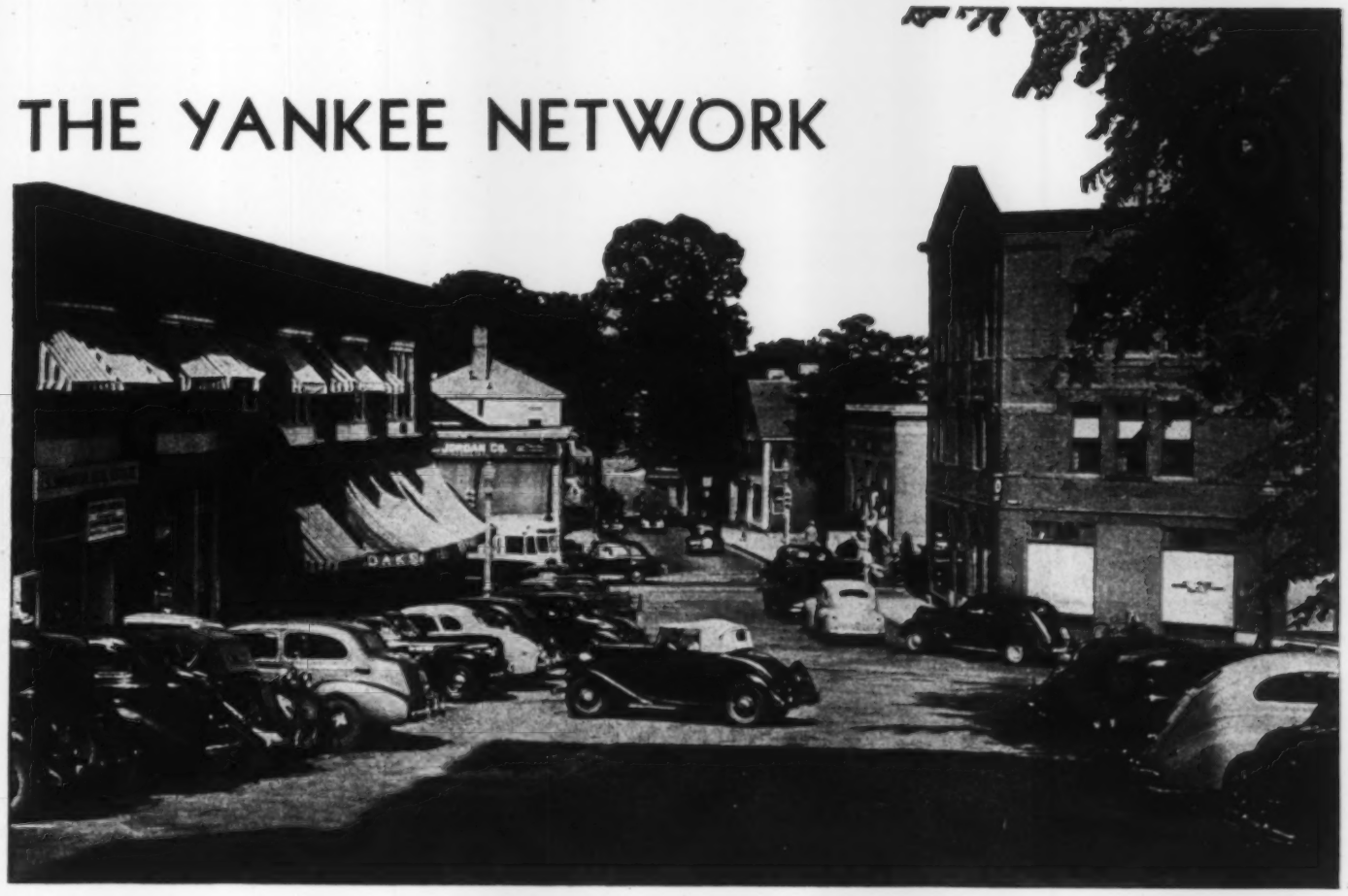
The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

THE YANKEE NETWORK



As New England as "Main Street"

FOR NEARLY a quarter of a century The Yankee Network has been a part of every day life in New England.

In war or peacetime it has entered the homes and lives of the people to an extent unparalleled in this area. It has given to an ever growing audience the finest in music, comedy, drama, educational programs, sports and news.

Yankee is and always has been the *first* network in New England — by the completeness of its all-over coverage, the directness and intimacy of its local penetration, by being identified with local business and the home interests of its listeners.

Yankee's 23 hometown stations cover the industrial cities with their concentrated populations and suburban residential areas, the smaller cities, towns and villages. Every neighborhood shopping center comes within the friendly influence of one of its stations.

The Yankee Network is as much a part of New England as the transportation systems, the industries, the schools, the local governments. As such, it is the most far reaching and cohesive sales organization in New England.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 52rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washingnton 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

THOSE LONG-AWAITED opinions in the Crosley-Avco transfer, in which the FCC approved the sale by a 4-3 vote, should be out Tuesday. New precedents in Commission procedure with regard to high-priced transfers, absentee ownership and ownership by business interests other than broadcasting wouldn't be surprising.

STATE DEPT., new in the international broadcasting field (see story, page 15), might find it profitable to consult private operators of shortwave transmitters before setting up their overseas organization. It's likely these latter will want to continue lease agreements with Government which have been in effect on their facilities since outset of war, possibly with a council made up of Government representatives and broadcasters administering overall program policy.

WALTER BROWN, general manager of WSPA Spartanburg, S. C., on leave as special assistant to Secretary of State Byrnes, who is understood to have no interest in a permanent State Dept. berth, doubtless will have much to say about the future of international shortwave broadcasting.

WHETHER ELMER DAVIS will return to CBS had not been decided by end of last week when President Truman announced abolition of OWI. It is known CBS is anxious to have him back on the payroll and at least one other network is said to be bidding for his services.

MARSHALL FIELD reported angling for four additional stations to supplement his WJJD Chicago and WSAI Cincinnati holdings. If deal closes understood he will bring same liberal tone to radio as employed in *Chicago Sun*. He also is believed to have signed million-dollar contract with Winston Churchill, ex-premier of Great Britain, for exclusive rights to his memoirs, possibly as additional wedge in his entry into the newspaper syndicate field.

OPA IS COMING out with a price formula for radio receiver parts, increasing prices above 1941 level on a percentage basis. Set manufacturers say proposed increases, covering components by groups and based on direct labor and material costs, don't allow for higher "fringe" production costs such as upgrading of pay, overhead costs, etc. Many set makers are stymied as components supply is held up by OPA delay. RFC sees market glutted with components but manufacturers say demand will exceed supply. OPA may not hand down price formula for completed receivers before mid-September.

NOTE TO AIRMINDED broadcasters: Look for Air Transport Command to abolish air-travel priorities come Sept. 10.

REPORT IS that American affiliates are bombarding New York headquarters with telegraphic protests against network's action in eliminating chain break between quarter-hour

(*Continued on page 86*)

Upcoming

Sept. 11-12: First meeting, new NAB Sales Managers Executive Committee, Waldorf-Astoria, New York.

Sept. 17-18: National Assn. of Educational Broadcasters Convention, Hotel LaSalle, Chicago.

Sept. 17: NAB Radio News Committee, Palmer House, Chicago.

Sept. 18: Council on Radio Journalism, Palmer House, Chicago.

Sept. 19: Hearing before FCC, sale of WINS New York, by Hearst Radio to Crosley Corp.

Bulletins

FCC amended its Rules of Practice & Procedure late last week to go on a five-day week, effective Sept. 1. Hereafter Commission offices will be open 9:15 a.m.-5:45 p.m. Monday through Friday, remaining closed Saturdays, Sundays and holidays.

ELMER DAVIS, retiring OWI director, issued this statement late Friday: "I am very glad that there is every prospect that the United States will continue to have a foreign information service suited to the needs of peacetime and supplementary to the activities of private organizations in that field."

PROPOSAL of Radio Station WOW Inc., present lessee, to renegotiate contract to operate WOW Omaha, following recent U. S. Supreme Court decision [BROADCASTING, June 25, Aug. 27], was accepted last week by the station owner, Woodmen of the World Life Insurance Society. Segal, Smith & Hennessey, attorneys for WOW, filed report of the new lease Friday afternoon at the FCC. Present lessee agrees to lease for 25 years at annual rental of $140,000 or $3,500,000 over 25-year period, title to equipment remaining with Society.

WOKO BRIEF FILED

IN A BRIEF prepared for filing Saturday in the U. S. Court of Appeals for the District of Columbia, Dempsey & Koplovitz, counsel for WOKO Albany, N. Y., charged the FCC, in refusing to renew the license of WOKO, erred in that the Communications Act of 1934 does not authorize or permit the Commission to "utilize its licensing function to reward or punish applicants for license". Brief also alleged the FCC erred in "ignoring the essential distinction between a penal proceeding and a proceeding to determine the qualifications of appellant to continue to operate a radio broadcast station in the public interest." WOKO's temporary authorization was extended a fortnight ago from Aug. 31 to Nov. 15, pending court action. Meanwhile another Albany corporation has filed for WOKO's facilities (see page 79).

Business Briefly

TINTEX ACTIVE ● Park & Tilford, New York (Tintex), plans to broadcast 1500 messages a week on more than 200 stations, using newscasts, participating shows, musical programs, weather reports, commentaries and station breaks, in fall advertising campaign to begin shortly after Labor Day. Agency, Charles M. Storm Co., New York.

SEMLER'S NEWS ● R. B. Semler Inc., New Canaan, Conn. (Kreml hair tonic), on Aug. 28 started sponsoring the *News and News Analysis* program on WABC New York Tues., Thurs., Sat. 11-11:05 p.m. Agency, Erwin, Wasey & Co., New York.

TOBACCO NEWS ● Rum & Maple Tobacco Corp., New York, on Aug. 28 started sponsorship of portions of Clyde Kittel's Tues., Thurs., Sat. 7-7:05 news period on WEAF New York, for 13 weeks. Agency, Al Paul Lefton Co., New York.

MILROSE NAMES LAQUATTE ● Milrose Products Co., New York (RAD, householder cleaner), has appointed H. B. Laquatte Inc., New York, to handle advertising effective Sept. 15. Spot announcements and participating shows are considered.

ANITA TO GO ON AIR ● Anita of Paris (perfumes), New York, is considering participating shows to start about Nov. 15. Agency is A. W. Lewin Co., New York.

DIGEST CANCELS ● *Readers Digest*, Pleasantville, N. Y., is cancelling sponsorship of *America's Town Meeting of the Air*, Thursday, 8:30-9 p.m. on American. Sponsor has given the network 13 weeks advance notice of cancellation which becomes effective Nov. 29. Agency is BBDO, New York.

GAS SPOTS ● General Petroleum Corp., Los Angeles, in a two-week concentrated campaign to promote the new Mobilgas Flying Horsepower, on Sept. 9 starts a total of 4,000 announcements on 107 western stations. Agency is Smith & Drum, Los Angeles.

KELVINATOR SHIFT ● Nash - Kelvinator Corp., Detroit (refrigerators), is dropping its Sunday afternoon program on American and moving into the Wednesday, 10:30-11 spot on CBS, effective Oct. 3. Format of new program is not yet settled. Geyer, Cornell & Newell, New York, is agency.

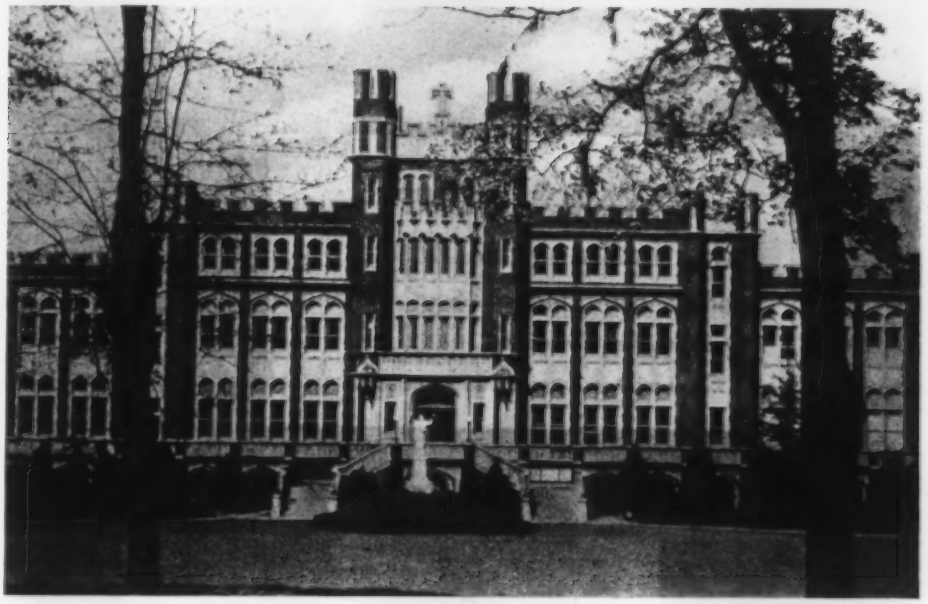
NEW HAVEN APPOINTS ● New Haven Clock Co., New Haven, Conn., has appointed Weiss & Geller, New York, to handle advertising.

GILLETTE BUYS SERIES

WORLD SERIES for the next three years will be broadcast exclusively on Mutual under sponsorship of Gillette Safety Razor Co. Arrangements were completed Friday by executives of the network, the sponsor, its advertising agency, Maxon Inc., and the office of A. B. Chandler, Commissioner of Baseball.

FOR NEW ORLEANS'
FEATURED
ENTERTAINERS

FOR EDUCATIONAL
PROGRAMS
SPONSORED
BY A GREAT
UNIVERSITY



Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

EDWARDS COFFEE

One 15-Minute Class 'A' program and Thirteen Spot Announcements weekly . . .

Ruthrauff and Ryan, San Francisco

NEBRASKA POWER CO.

Six 15-Minute News periods and Three 15-Minute programs weekly . . . Now in THIRD year . . .

Basic American
November 1, 1945

KOIL

Represented by Edward Petry Co., Inc.

CBS in Omaha

5000 WATTS . . . 1240 KILOCYCLES

GORDON GRAY,
General Manager

BROADCASTING

The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*

Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Sidney Shelley, Norma Pugliese, Adele Porter.

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MAURY LONG, *Business Manager*

Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Marie Woodward. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

CIRCULATION

BERNARD PLATT, *Circulation Manager*

Dorothy Young, Herbert Hadley

NEW YORK BUREAU

250 Park Ave., Zone 17, *PL*aza 5-8355

EDITORIAL: Bruce Robertson, *New York Editor;* Florence Small, Dorothy Macarow, Doris Gooch.

ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

1509 North Vine St., Zone 28, *GL*adstone 7353
David Glickman, *Manager;* Marjorie Barmettler.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

Copyright 1945 by Broadcasting Publications Inc.

SUBSCRIPTION PRICE $5.00 PER YEAR, 15c PER COPY

1ST IN DRUG STORE SALES

$5,160,000 IN 1944

12TH IN POPULATION

SHREVEPORT, LOUISIANA

STACKS UP!

among the 12 cities of 115,000 to 125,000 population

WE SAY SHREVEPORT "STACKS UP" when it leads eleven cities in its own size group in drug sales, with a total of $5,160,000.

That's the record! FIRST in drug sales for the nation's twelve cities with populations between 115,000 and 125,000, even though Shreveport ranks twelfth in size.

Market-wise time-buyers choose this capital of one of the nation's richest markets—the Ark-La-Tex—dominated by 50,000-watt KWKH.

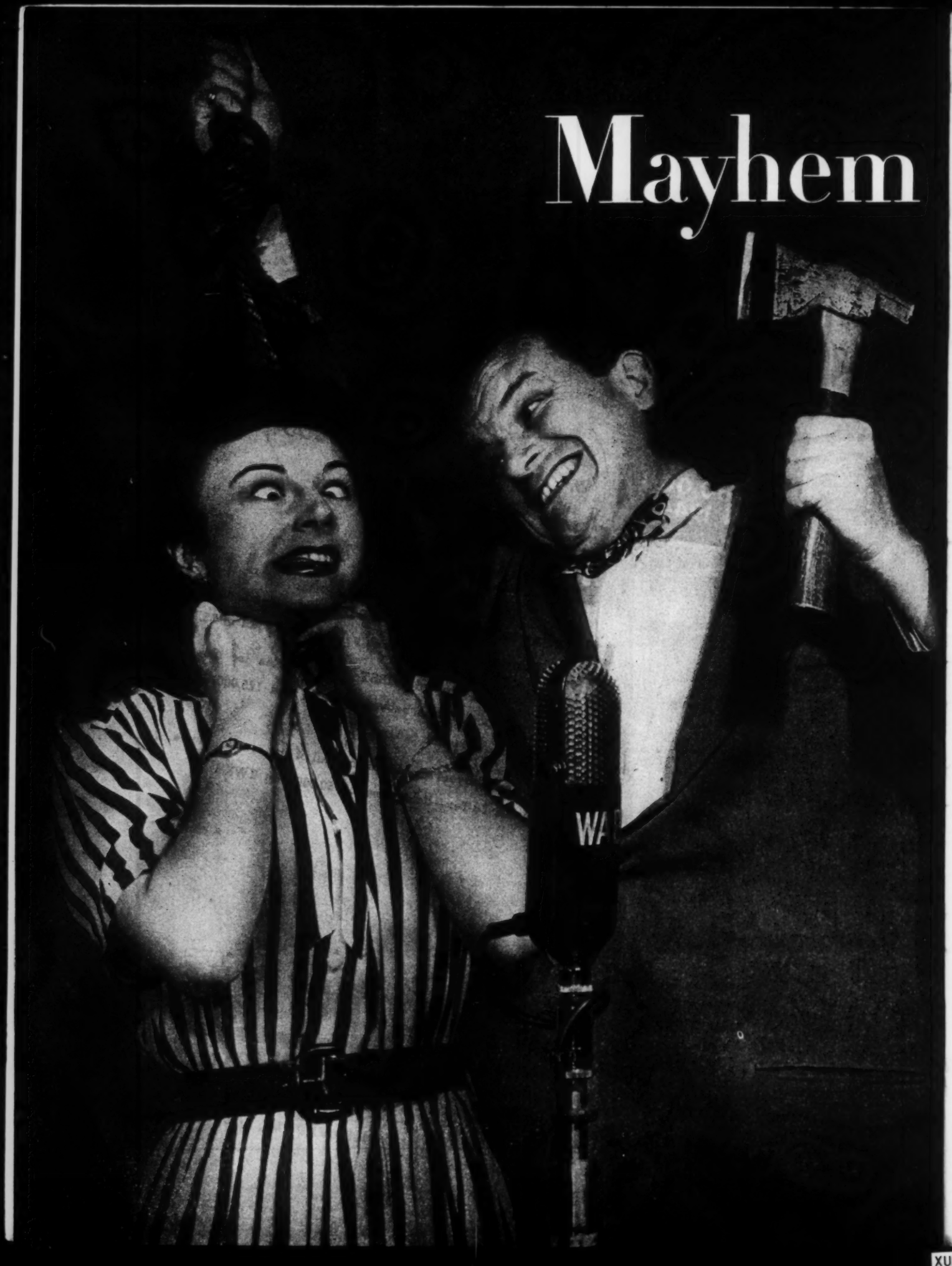
KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.


Mayhem

in the a.m.

That "Missus Goes A-Shopping"... It's Murder!

MAY IT PLEASE THE COURT!

This is murder—in the First Degree. It is absolutely and undeniably *premeditated!*

When John Reed King slays his daily studio audience of 350 housewives (willing victims all, your Honor), every moment of the massacre has been carefully plotted, painstakingly prepared.

It sounds spontaneous on the air? Certainly. Because (like the best of good ad libs) its split-second timing has been completely pre-calculated by experts.

With your Honor's permission, we will review the facts of this particular case:

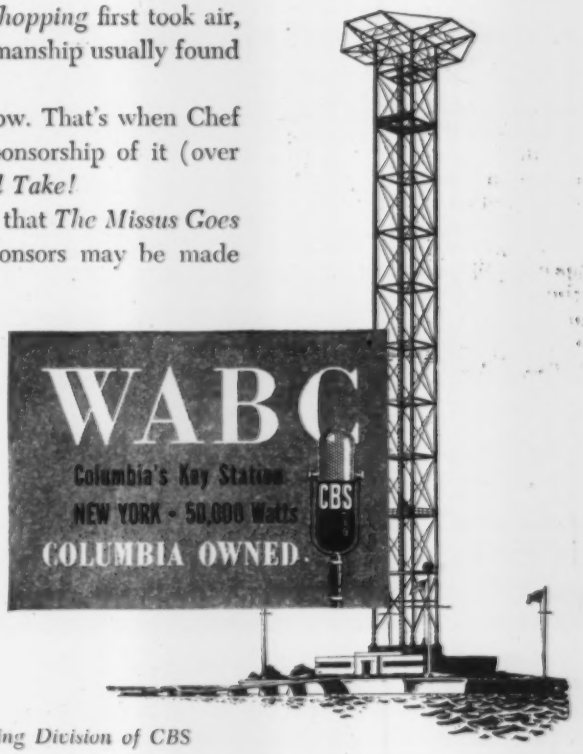
From the moment *The Missus Goes A-Shopping* first took air, it was a killer! It has pacing, quality, craftsmanship usually found only in network shows.

On August 25th it *became* a network show. That's when Chef Boy-Ar-Dee Quality Foods, Inc., began sponsorship of it (over 148 CBS stations!) under the title *Give and Take!*

It is not sufficient for the defense to state that *The Missus Goes A-Shopping* is sold out. No additional sponsors may be made accessories to its crimes at this time. The full share of responsibility for producing this, and many other radio shows of such network caliber, still rests—in the first place—on the WABC Program Staff.

They have done this before—*they will do it again!*

YOUR WITNESS!



Represented by Radio Sales, the SPOT Broadcasting Division of CBS

The Greeks Had a Bird For It!

In ancient Greece, carrier-pigeons were often used to fly results of the Olympic Games back to home hamlets. It was a good way to get some of the news to some of the people some of the time. But

Radio Station

WFLA

serving the Tampa-St. Petersburg area,

reaches thousands of people all the time with all the news—plus top-rated NBC shows—and the audience is growing bigger every day!

With a population increased from 272,000 in 1940 to 338,112 this year, the Tampa-St. Petersburg area has "superior prospects of retaining its wartime growth," and is one of 17 areas in the United States described as "Class A-1" from the standpoint of future population growth, according to a recent release by the Federal Census Bureau.

To sell your product, today and tomorrow, in this rich territory, use Radio Station WFLA, the most-listened-to-station in the Tampa trade area.

5000 WATTS DAY AND NIGHT

WFLA

TAMPA NBC

NATIONAL REPRESENTATIVE JOHN BLAIR & CO

Feature of the Week

FROM Turntable to Microphone might well be the title of this story. It concerns a man who for several years has been making transcriptions for Congressmen to send back home to their local stations. It's about an engineer-announcer who has devoted considerable time to helping politicians attain "microphone technique".

General Electric, through BBDO, purchased two spots daily, 8 a.m. and 11 p.m., Monday through Saturday, on WOL Washington for news, to start Sept. 3. GE wanted a voice with sincerity, authority; one that could discuss the news from a reporter's angle—factually, uncolored, unbiased and without comment. The GE newscaster would be identified only as "The Voice of Washington".

Ads were placed in Washington newspapers. Replies came in by the hundreds. Cab drivers, mechanics, school teachers, laborers, plumbers, Government clerks, a few ministers and one Congressman applied for the job. Each felt he had the "voice".

Applicants were contacted by telephone. All but 40 were eliminated. Those 40 made test platters and from the group six were selected.

WOL executives, sitting at different monitors, chose a single voice. All six records were sent to BBDO. Agency personnel agreed on the voice WOL had picked. Then GE executives made a similar selection—each independent of the other. Here was the voice that GE wanted.

A check disclosed the name "Bob Davis" but nowhere in the records could his address be found. Someone remembered that the record came in with a batch from the studios of Robert J. Coar, who operates the recording room in the House of Representatives. Mr. Coar was contacted.

Yes, he knew Bob Davis. In fact he had cut a record for him. Was anything wrong?

"Wrong!" echoed the WOL representative. "Why man, we've got to find him. He has been chosen the Voice of Washington!"

"Permit me—I'm Bob Davis," replied Bob Coar. All his life—at least during the last few years—he had been cutting records for hundreds of Congressmen. He had spent long hours coaching those politicians on the proper use of a microphone. Mr. Coar conducted the transcribed interviews himself as official announcer for the Congressmen. When he read the WOL ad and handled a flock of recordings for aspirants, well—he made one, too, dubbed it "Bob Davis" and tossed it into the box labelled "For WOL".

Bob Coar, alias Bob Davis, possessed the voice that met all requirements. He was to begin his new venture for GE today (Sept. new venture for General Electric today (Sept. 3).

Sellers of Sales

EDWARD Peter Fort, who has been a time buyer for Wm. Esty & Co., New York, for the last year, maintains the "radio business has a limitless future".

Born in Puerto Rico Oct. 19, 1913, Ed was 8 when his family moved to New York. He was educated at New York City College and at Pace Institute, where he studied merchandising, copyrighting and selling. He earned his school-book money by selling in house to house canvasing.

ED

When he left school in 1934, his first job was in the textile export trade. A year later Ed joined the Woolworth Company as a prospective store manager. In 1937 he became a field oil salesman with the Philips Oil Co., N. J. Ed joined the *Paterson Evening News* as advertising manager in 1938, where he worked for six years. In September 1944 he joined the Wm. Esty Co., as time buyer.

Ed helps buy time for Piels Beer, Vel, Super-Suds, Pacquin and Baume-Ben-Gay.

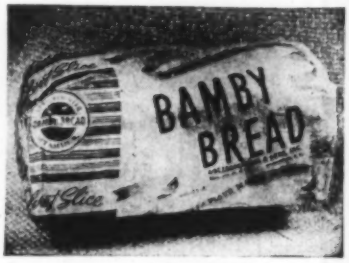
Of the buying campaigns that Ed has conducted, he says that the current spot announcement campaign for Vel is the most interesting because "there was a time when we didn't know whether it could be put on because of the war time restrictions on soap, but then came the go-ahead signal and we went ahead."

Ed met his wife, the former Raquel Aida Milos, at a dance. They have been married for six years. Both are ardent collectors of old glass. They spend many hours browsing around out-of-the-way antique shops.

He indulges in several other hobbies, such as writing humorous poetry and an occasional short story. Dancing the rumba is another favorite pastime, as well as puttering around his home in Wortendyke, N. J.

About two years ago, Ed spent some of his evenings teaching Spanish at the Latin-American Institute. He is a member of the Lions Club in Paterson, N. J.

BAMBY BREAD sticks to WWDC



This popular Washington, D. C. loaf used to be on three different local radio stations.

Now it's a WWDC exclusive.

Showmanship... coverage... these mean listener-interest — bonus sales for advertisers. And that's what WWDC offers you.

A sound sales appeal and WWDC are the secret of sales in The District . . the true cross-section of America.

WWDC

the big sales result station in Washington, D. C.

Represented nationally by

WEED & COMPANY

1939 — $3,292 PER FAMILY

1940 — $3,727 PER FAMILY

1941 — $5,206 PER FAMILY

1942 — $5,718 PER FAMILY

1943 — $7,595 PER FAMILY

In 1944 — $7,607 per Family

It's not a post-war dream. It happened in 1944! In that year, Hartford families averaged $7,607 in Effective Buying Income, 92% ahead of the average for the nation.

In the same year, Connecticut led all 48 states with $5,920 in Effective Buying Income per family.

Hartford, and its trading area of 26 smaller towns, is Connecticut's Major Market. You can sell in this market quickly, effectively and economically with radio advertising on WDRC, Basic Columbia Station for Connecticut.

CONNECT IN CONNECTICUT BY USING WDRC!

FREE LITERATURE—Write Wm. F. Malo, Commercial Manager, WDRC, Hartford 4, Connecticut, for literature on programs available for sponsorship, and new Market Study of WDRC's Primary Area.

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

BASIC CBS
Connecticut's
Pioneer
Broadcaster

XUM

Four U. P.

Today's United Press Commentary

1

5 Minutes—Every Day . . . Takes the day's biggest story and takes it apart, to show what it means and what difference it makes in the life of the world. This peacetime successor to the war-long successful "Today's War Commentary" explains in everyday terms complexities of national and international affairs which hit the big headlines, diagrams their elements, makes graphic their backgrounds. A feature of nation-wide appeal for our new-world-conscious nation.

Your New Home

2

15 Minutes—Sunday . . . Everything about the new home which everyone has been waiting for, from design to decoration, from financing to furnaces, from location to landscaping. New materials, new inventions, new plans that make work in the home easier, enjoyment of the home more abundant—all the facts and topics which ring the front doorbell to every home-owner's and home-lover's heart are covered in lucid and thorough fashion in "Your New Home".

UNITED PRESS RADIO NEWS WIRE FEATURES

Besides the New 4, These Sixteen More:

Women in the News
In the Women's World
Today's American Hero
Names in the News
Good Eating
(formerly Vitamins for Victory)

Speaking of Sports
In Movieland
On the Farm Front
In Your Neighborhood
World of Tomorrow
Tomorrow's Business
Places in the News

Design for Peacetime Living
(formerly Design for Wartime Living)
Weekly Business Review
Highlights of the Week's News in Review

XUM

FORCEFUL *NEW* NEWS FEATURES

Sizing Up Sports

3 *15 Minutes—Sunday . . .* To cope with the impending sports boom, U. P. supplements its daily sports commentary with this Sunday feature reviewing highlights of the week gone by, previewing those of the week to come. "Sizing Up Sports" does not summarize, but analyzes and dramatizes events and trends, sharpening understanding of what's just happened, sharpening interest in what's about to happen. It's fan-fare every sports follower will enjoy.

America Converts to Peace

4 *5 Minutes—Six Days a Week . . .* Both for the folks who've been at home during the war and the men who're coming home from the war, "America Converts to Peace" provides expert and explicit information on new developments, new arrangements, opportunities at hand. Naturally prominent at the start will be facts for the veteran: how he can get a job, a business started, money to build a home, more education. A feature for everyone striving for a better future.

Ten years ago United Press became the leader of major press associations in supplying news for radio. That lead U. P. ever since has not only held but lengthened. Today its radio clients outnumber those of all the other main services combined.

One reason for this has been the news features which U. P. has provided to supplement its fast, accurate, easy-to-handle news dispatches.

These features have done a two-fold job for radio: they have added to and consolidated audiences; and they have attracted sponsorship in such measure as to minimize, sometimes even to exceed, the cost of the U. P. service itself.

Now to its splendid sixteen features U. P. adds four new ones, all of sweeping interest, all as up-to-the-second as a time signal. The entire twenty are on U. P. radio wires now—current and convincing examples of U. P.'s policy of constantly bettering its own unequaled best.

UNITED PRESS

XUM

"Miss Love, please take down these leggers—I mean figures!"

● Whenever you need facts or figures on markets and stations, give us a ring! How many people listen to what radio stations in Iowa, for instance, at any hour of the day or night, or what competitors of yours are using radio in Seattle, or whether hill-billy programs are on the up or down in the South-Atlantic section, or whether Santa Fe can be covered from Albuquerque; or on Buffalo's present situation on daytime food programs.

Whatever a client wants to know in connection with a spot-broadcasting campaign, we usually either have the information or can get it promptly. That's part of what we mean by "Free & Peters Service." Want some of it—right now?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE

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BROADCASTING and BROADCAST ADVERTISING

VOL. 29, No. 10 WASHINGTON, D. C., SEPTEMBER 3, 1945 $5.00 A YEAR—15c A COPY

Radio Can Hold Its Wartime News Gains

(See related stories on pages 70, 78)

WILL RADIO hold the news audience it won through enterprising coverage of the war?

Before the war, it has been estimated, news consumed about 5% of the average broadcast day. During the war, that percentage grew to as much as 20% and seldom dropped below 15%.

Some of this gain doubtless will be held by virtue of the increased attention given news as a result of the war, both on stations and in networks. But some of it, by the same token, will be lost if broadcasters fail to establish an informed peacetime formula for news coverage.

BROADCASTING, in an effort to arrive at such a fomula, asked some of the nation's outstanding radio editors to outline their postwar policies on news. Many top-notch radio editors are not included in this capsule symposium. But comments are made by network news chiefs and by editors of three stations which perform notable service in news broadcasting.

Summarized Opinions

Their opinions, in summary:

Newscasts are not war babies. War coverage was merely a phase of overall, year-in-year-out news coverage. There must be revitalized emphasis on local news. Americans are more world-conscious — and news developments in foreign capitals will attract more listeners than before the war. Regional news in coverage areas has been neglected during the war and there must be a return to it. Radio is adapted particularly to telling the human interest story, and should develop in that direction. Improvement in editing is paramount. Radio remembers the dark days of those false armistice announcements. Local stations should add legmen who can work also at the microphone. There will be some decline in the number of newscasts, but not disproportionate to the adjustments which will be made in other media.

Facing the obstacles of the local station and having in addition the problem of being located in the nation's capital, WINX Washington anticipates what is probably an accentuation of the norm. News editor William E. Gold sees it this way:

"For radio news editors, reconversion to peace is an invitation, rather than a problem. It is an invitation to accomplish all those things we wanted to do in wartime, but couldn't.

"Our situation at WINX is different than most. We're non-network. We're located in the news capital of the world. And we're owned by a news-conscious paper.

"The independent station which wants news listeners must get out and do its own leg work. Its reporters, writers and newscasters must be interchangeable. Each must know the men who make the news, each must have the same appreciation of the events which are making the headlines. No golden voiced news reader can tell the story as well as the man who saw it with his own eyes.

"In the war days, the news was so tremendous that practically any kind of reporting 'got by'. Now we're getting back to a more normal diet, and our sense of values is slowly being restored. The three-alarm fire is making the front page again.

"Whether or not we hold most of this tremendous news audience will depend on how well we do our job. And we can't hope to do it well by tearing the required number of words off the ticker and hoping that the listener won't be able to distinguish that kind of 'newscast' from an honest job of reporting.

Local Job Needed

"We couldn't function without the press associations, because it's obviously impossible to cover the world by ourselves. But neither can we go to the other extreme and assume that the wires are all we need.

"In our own case, we not only have to add an efficient local coverage, but must do a thorough job on national news, because in Washington, local news is (to a large extent) national news.

"The days to come offer an invitation and a challenge and if radio is going to grow up this would be a fine time for it to start. The dissemination of a good news report is the most important public service in the radio field.

"We've got to quit thinking about newscasts in terms of 'shows'. News

(Continued on page 69)

PORTER DECLARES

Programs Left Up To Station

PLEADING FOR WIDER listener criticism of American radio programs, Chairman Paul A. Porter of the FCC has made it clear that the Commission should have no voice in programming.

In a speech prepared for broadcast over CBS during the Sunday Symphony Hour (3-4:30 p.m. EWT Sept. 2), Mr. Porter said:

"I would not want the Commission of which I happen at the moment to be a member prescribing any specific programs or pontificating on what particular thing the American public should hear."

He alluded to scores of letters from listeners, complaining to the FCC about certain programs.

"You have expressed the desire or the hope that your radio bill of fare was the exclusive problem of your Government," his prepared address stated. "This is not so, nor should it be." In a light vein he quipped: "While I am quite certain that the present Commission could, if it had the legal authority, develop a plan which would be superb, I shudder, as a listener, over the job which my successors might do."

Explain Your Views

He called upon listeners to make known their wants radiowise, reminding them that the radio channels belong not to the networks, the stations, nor the FCC but to the people.

"How many of you who constitute the Sunday afternoon audience of this particular program have ever taken the trouble to make known the fact that you appreciate the opportunity to hear this

(Continued on page 74)

Porter on Programs

NATION'S BROADCASTERS shouldn't miss *American Magazine* for October. Chairman Paul A. Porter of the FCC does a lengthy piece dealing with, among other things, American broadcasting station program formats.

OWI ABOLISHED

Functions Go To State Dept.

PRESIDENT TRUMAN by executive order Friday abolished the Office of War Information.

At the same time he set up under the State Dept. an Interim International Information Service, which will take over all OWI and Office of Inter-American Affairs international informational services. The Interim International Information Service will be terminated on Dec. 31 and from then on the international information job is up to the Secretary of State Byrnes.

Although the President did not designate the director of IIIS, the name of Adelai E. Stevenson, former aide to Archibald MacLeish when Mr. MacLeish was assistant Secretary of State for Public & Cultural Relations, was mentioned among several as a possible nominee for the post. However, considerable sentiment within the State Dept. favored retaining an experienced person from the OWI who could bring practical working knowledge of overseas broadcasting to the new operation.

Sudden termination of OWI and OIAA will not immediately affect contracts under which the Government leases all time on the country's 36 international shortwave stations, it was learned. Those contracts will be assumed by the State Dept. and until Secretary Byrnes can formulate a future policy, broadcasting will continue as in the past, with OWI and OIAA personnel handling such programs being absorbed by the IIIS.

In a statement accompanying the executive order, President Truman

(Continued on page 74)

40 Press Agents

ABOLITION of OWI Domestis Radio Branch means that in the future broadcasters will have to deal with over 40 government agencies. Information released by these agencies during the war has been funnelled through the OWI Radio Bureau.

XUM

Quick Radio Setup Provided in Japan

NETWORKS and stations were poised Friday for the imminent Japanese surrender ceremonies in Tokyo Bay. Chief feature on the schedule was to be a pooled broadcast of a half-hour or longer, presenting an eyewitness account of the signing. Lacking definite word on time for the event, network plans were flexible.

Ceremony was to take place aboard the battleship *Missouri*, equipped by Navy as a miniature Radio City in anticipation of actual invasion of Japan. Voices of Gen. MacArthur and Adm. Nimitz were expected to be heard on the pooled program, with possibly the voices of network correspondents.

From the *Missouri* the pickup was to switch to Washington for the voice of President Truman speaking from the White House, going back to the *Missouri* for MacArthur and Nimitz. Later a special half-hour program produced by Armed Forces Radio Service was on the schedule, with main portion coming from Hollywood.

Though network plans were still tentative, they included such features as a 45-minute documentary *Pearl Harbor to Tokyo*, written by Margaret Miller, as a CBS presentation. Other documentaries were scheduled on CBS and the three other networks had prepared appropriate material.

First operation of Radio Tokyo was under direction of the Signal Corps. At weekend it appeared this operation would continue under the Army, working under direction of the State Dept. Formal policy had not been adopted on the broadcasting of information via official transmitters to people in occupied countries. State Dept. may take over OWI information functions (see separate story).

Radio Tokyo was taken over by GHQ Public Relations Office less

(*Continued on page 76*)

Zacharias Broadcasts Speeded Peace

Job of Teaching Japs To Avoid War Still Ahead

By J. FRANK BEATTY

RADIO'S greatest achievement of the war—persuading Japan to ask for peace even before the atomic bomb was dropped—centers around the "One Man Task Force", Capt. Ellis M. Zacharias, Navy Bureau of Intelligence.

And a potential job of greater

Capt. Zacharias

importance for radio is in the discussion stage. It is the job of guiding Japan, by means of broadcasts, into an adjustment to peace and educating against war.

Top secret since V-E Day, the radio campaign against Japan was based on this order to a little group: To bring about cessation of hostilities and unconditional surrender of Japanese without invasion.

Success of the broadcast attack on Japan and the story of how it was done can now be told. The attack brought about a Japanese surrender offer three weeks before Potsdam. The Potsdam declaration met the terms of the Japanese proposal. As the Japanese were preparing a formal peace offer, the atomic bomb provided a persuader.

In a tiny Interior Dept. radio studio in Washington, under heavy guard, were recorded the broadcast messages that brought about Japan's capitulation without obliteration of the ruling regime—an event which might have extended the war indefinitely.

A broadcasting commentator, Dennis McEvoy, was the first voice heard in the radio campaign. McEvoy was CBS correspondent in Moscow during the siege of that city and was a CBS news analyst in New York in 1942. He is son of J. P. McEvoy, author. His job was to introduce the "One Man Task Force" on the air.

A new concept in war strategy, the radio war against Japan was conducted by Capt. Zacharias on the basis of intimate knowledge of Japanese leaders as well as the language and customs of the people.

The strategy was framed by the mysterious "little group", whose membership has not been divulged. The actual vocal warfare was waged by Capt. Zacharias, who was pulled from a Pacific command just before V-E Day to assume his new role. OWI was in charge of the project, with Shannon Allen, director of Interior Dept.'s Radio Section, directing radio aspects.

A dozen recorded broadcasts, each beamed at Japan from San Francisco, Hawaii and Saipan, and repeated many times, caught and held the attention of official Japan, along with the citizens' estimated 5,000,000 receivers.

First broadcast, conducted right after V-E Day, brought immediate

(*Continued on page 75*)

Zacharias Fans

WHEN the plane bringing Japanese armistice negotiators to Manila landed, out stepped the three Naval envoys, all acquaintances of Capt. Zacharias. Leading them was Rear Adm. Yokoyama, a particularly close friend of the captain who was mentioned in his seventh broadcast. The three looked searchingly at the American officers on hand to meet them and Adm. Yokoyama exclaimed disappointedly to chief American interpreter Col. Meshbir, "But where is Capt. Zacharias?"

Drawn for BROADCASTING by Sid Hix

"But I want one with radar, so I can keep track of my husband!"

OWI Broadcasts to Japs Effective, Letter from Filipino Witness Proves

EFFECTIVENESS of OWI broadcasts to the Japanese is demonstrated on an individual plane by a letter received by OWI from a Filipino, the son of a Methodist bishop and a graduate of Silliman U., who was formerly employed by the Japanese.

Working in a Jap-controlled radio station broadcasting twice daily to the U. S., the writer, Denny Alejandro, saw how effective the broadcasts from Australia by OWI's James G. Wingo were. An American-born Japanese, Kazumaro "Buddy" Uno, was head of the Jap station and demonstrated considerable annoyance at the broadcasts, flying into a rage after every broadcast.

Uno was particularly worried about what the average Filipino thought of Wingo and his ideas. Alejandro writes: "'This Philippine Hour from Australia,' Uno wanted to know, 'do you think anybody listens to it? . . . Oh, what the hell,' he'd say at once with a characteristic snap of his fingers, 'we know damn well there's a lot who listen to it. But what I want to know is (and he'd give me that doggish, beaten look) . . . do you think it's achieving any good?' I must be frank here and say that then I was almost tempted to lie and tell him not one Filipino thought much of Wingo and the Philippine Hour. But I knew Kazumaro Uno better. He was nobody's fool. It had been apparent in the past weeks that he was actually worried a lot about just how much the Philippine Hour had been upsetting the Nippon applecart in the Philippines, and I knew there wasn't any use giving Buddy Uno a smooth line. 'I was hoping you wouldn't ask me that, Buddy,' I countered, 'but I guess I need not tell you that given two choices, most any Filipino would turn to the Philippine Hour and Wingo instead of dialing Radio Tokyo and your Tokyo Rose.'

"'We shall never be able to do it in a million years,' I heard him mutter again under his breath maybe for the fiftieth time since he and I started listening to Wingo and the Philippine Hour. I remember the first time he said 'We shall never be able to do it in a million years.' It happened one afternoon when I went on the air in a broadcast to the United States with a hat cockily perched on top of one ear. Maybe that was bad manners in front of a mike, but anyway one Jap employe at the radio station didn't think it was nice and promptly slapped the hat off my head, all but carried off the ear on which it was sitting. I distinctly remember Uno shooting up from his chair and with a purple face almost yell at me, 'We'll never do it in a million years!' 'Do what?' I wanted to know. 'Win you guys over to our side,' he continued to shout."

American Radio Best, Europe Trip Shows

Mission Convinced Control by State Not for U. S.

BULLETIN

PARIS (Special)—Rome and the Vatican have been added to the American broadcast mission's itinerary, to be highlighted by an audience with the Pope. Return to U. S. is now scheduled Sept. 7. After Nice, Cannes and Biarritz Sept. 1, 2 and 3 the group flies to Rome, remaining until Sept. 5. Trip home will be made via Paris, the Azores and Bermuda.

By SOL TAISHOFF

(Special From Gen. Eisenhower's Headquarters, Frankfort)

WITH firsthand knowledge of European radio, top-level mission of American broadcasters is convinced more than ever that American radio is the world's best and that the competitive system will thrive whatever happens elsewhere.

Briefed by our top commanders headed by Gen. Eisenhower, and shown broadcast operations in England, France, Germany and Luxembourg, the delegation feels equipped to tackle all home problems pitting the American Plan of private operation against the European system of state control.

A Decade Ahead

American Radio, it is generally felt, is at least a decade ahead in all departments, though the German-invented tape recorder Magnetophon (see page 24) concededly is ahead of ours. Virtually all European radio, it was found, is used as a propaganda medium and not basically as a means of informing, entertaining and enlightening. Because radio was such a potent force as a war implement, battle-torn and embittered European nations feel they must control the medium lest it get into improper hands.

The mission was unanimous in its belief that whatever Europe does, our system is best for us. All had greater appreciation of the American way of life in general. Judge Justin Miller, NAB president-designate and group spokesman, said the trip will be of inestimable value in guiding future radio policy in America. Congress, the FCC and other forums can be told firsthand how European radio monopolies function, taking cognizance of whatever good traits may be evident, he said.

In occupied Germany the mission found radio subject yet to be handled by the control commission. Radio Berlin, 100,000 watter, supposedly is under joint Allied control but Russians have actual supervision with an army captain in charge despite the fact that the station is located in the British zone. Litgen Lucius Clay, American member of the Commission, said group control would be enforced with the station eventually turned over under license to German operators. This will be done with newspapers and other media.

Gen. Eisenhower talked mainly off the record about the future of world affairs.

Following two-day stay in the Frankfort area, the mission returned to Paris Aug. 30 and left for Nice the following day.

The mission on Aug. 27 visited Radioberlin, first time an American group had been in the station since surrender. Capt. Rocmanov, Russian Army officer, was in command with station directorship under Hans Mahle Exgerman, textile salesman who ran a 5 w mobile underground radio from 1933 to 1940. Radioberlin was damaged but has been restored.

Practically all Radioberlin programs are recorded in advance, including news, so they can be edited. Under Goebbels, who operated the station, everything was recorded. Now dance bands and chamber music, constituting 10% of programs, are not recorded. Program schedule is largely news and music with speech entirely German. Eight news programs are broadcast daily.

At Bad Homburg Brig. Gen. Robert C. McClure reiterated the necessity of retaining in Europe a strong American radio voice. He recounted work of the Information Control Division, formerly Psychological Warfare Division, of USFET and the important part played by Radio Luxembourg. Negotiations are still in progress for U. S. to lease Radio Luxembourg from the Duchy, with Belgian Ambassador Charles Sawyer, Ohio publisher and owner of WING Dayton and WIZE Springfield, as U. S. representative.

Strong debate developed when Gen. McClure said the intention is to license stations eventually to an acceptable German organization for state operation. Clair R. McCollough, Mason-Dixon Group, insisted the American Plan of radio should be introduced in occupied Europe but Army and OWI officials argued the state system was in force before war and should be restored.

Gen. McClure asked broadcasters to help recruit competent radio executives, especially those experienced in education and programming lines, for ICD. He pointed out that of 36 officers, 21 are leaving in the next 30 days. Included is Col. William S. Paley, deputy director and chief of operations, who left last Sunday for London and returns to CBS about mid-September upon release from Army.

Mission members were disappointed to learn that Col. Paley had left for London. Col. Paley rejoins CBS about Sept. 15, probably as board chairman, relinquishing presidency to Paul W. Kesten. Another ex-CBS official, Lt. Col. Adrian Murphy, moves to one of Col. Paley's former posts, director of operations. Col. Murphy formerly was CBS television director.

Staff Member

FRANKFORT — Gen. Ike Eisenhower was presented at his headquarters here with a press card from BROADCASTING magazine, making him an accredited war correspondent for this journal. Similar cards were given members of the broadcast mission. Morris Novik, manager of WNYC New York, on behalf of Mayor LaGuardia presented Gen. Eisenhower with an album of transcriptions covering his homecoming in New York June 18.

Berchtesgaden Visit

BROADCASTERS got a thrill Aug. 27 on visit to Berchtesgaden and Hitler's mountain lair. Impromptu meeting was held at Hitler's council table. At Frankfort they saw the gold and silver seized in salt mines by American troops—the only occasion on the trip, however, where no souvenirs were obtained.

Maj. Sigmon is Given Legion of Merit For Completing SigCircus, Other Tasks

Maj. Gen. William S. Rumbough, chief signal officer in the ETO, congratulates Maj. L. C. Sigmon as he presents the Legion of Merit.

THE MAN who conceived and installed the Army's radio communications for invasion of Europe has been suitably honored.

That man is Maj. Loyd C. Sigmon, chief engineer on leave from KMPC Los Angeles, who has just been awarded the Legion of Merit. He is the second engineer from the G. A. Richards stations to achieve renown for radio achievements in Europe, R. Morris Pierce, engineering vice-president of the stations having been credited with capture of Radio Luxembourg and a critical radio role in capture of Italian Navy [BROADCASTING, Oct. 23, 1944].

The story of Maj. Sigmon's radio part in Europe is the story of radio communications from the early preinvasion days in England to the conquest of Germany. It is the story of "exceptionally meritorious conduct in the performance of outstanding services", according to the recommendation for award submitted to Gen. Eisenhower by Brig. Gen. Carroll O. Bickelhaupt, Director, Communications Division.

Completed SigCircus

Final achievement of Maj. Sigmon was completion of the famed SigCircus [BROADCASTING, June 6], 60 kw. portable transmitter assembled in 17 trucks and trailers and capable of operation within a day after selection of site. SigCircus was conceived for administrative support of the armies during and after the surrender of Germany and was to have gone into Berlin itself had capture of that city been an American undertaking.

SigCircus, a new concept in communications, was built between Nov. 1, 1944, and Feb. 14, 1945,

(Continued on page 73)

Fall Program Lineups on the Networks

Date	Sponsor	City	Product	Program	Time	Number of Stations	Agency	City
Aug. 12	International Silver Co.	Meriden, Conn.	Sterling and Rogers Bros., silver	Adventures of Ozzie and Harriet	Sun. 6-6:30 p.m.	142 CBS	Young & Rubicam	New York
Aug. 20	Procter & Gamble Co.	Cincinnati	Ivory Soap	Jack Kirkwood Show	Mon.-Fri. 7-7:15 p.m.	30 CBS	Compton Adv. Inc.	New York
Aug. 20	Procter & Gamble Co.	Cincinnati	Ivory Soap	Mommie and the Men	Mon.-Fri. 7-7:15 p.m.	44 CBS	Compton Adv. Inc.	New York
Aug. 23	Procter & Gamble Co.	Cincinnati	Lava Soap	FBI in Peace and War	Sat. 8:30-8:55 p.m.	86 CBS	Biow Inc.	New York
Aug. 25	Chef Boyardee Quality Foods	Milton, Pa.	Spaghetti Dinner	Give and Take	Sat. 10-10:30 a.m.	141 CBS	McJunkin Adv. Co.	Chicago
Aug. 25	Continental Can Co.	New York	Institutional packaging, plastic products	Report to the Nation	Sun. 6:30-7 p.m.	142 CBS	BBDO	New York
Aug. 25	Teen-Timers Inc. and Princess, Jr.	New York	Dresses	Teen-Timers Show	Sat. 10-10:30 a.m.	55 NBC	Sterling Adv. Agency Inc.	New York
Aug. 26	The Frank H. Lee Co.	Danbury, Conn.	Lee Hats	Dale Carnegie	Sun. 2:45-3 p.m.	206 Mutual	William H. Weintraub Co.	New York
Aug. 27	Prudential Life Insurance Co.	New York	Insurance	Jack Berch Show	Mon.-Fri. 4-4:15 p.m.	191 American	Benton & Bowles	New York
Aug. 27	duPont de Nemours Co.	Wilmington	Institutional	Cavalcade of America	Mon. 8-8:30 p.m.	139 NBC	BBDO	New York
Aug. 27	Lever Bros.	Cambridge	Lux Soap and Flakes	Lux Radio Theatre	Mon. 9-10 p.m.	144 CBS 21 CBC	J. Walter Thompson Co.	New York
Aug. 27	Southern Cotton Oil Co.	New York	Wesson Oil	Try and Find Me	Mon.-Fri. 3-3:15 p.m.	55 CBS	Kenyon & Eckhardt	New York
Aug. 30	Procter & Gamble Co.	Cincinnati	Drene	Rudy Vallee	Thurs. 10:30-11 p.m.	143 NBC	H. W. Kastor & Sons	Chicago
Aug. 30	Anchor Hocking Glass Co.	Lancaster, O.	Glass	Hobby Lobby	Thurs. 9:30-10 p.m.	139 CBS	William H. Weintraub Co.	New York
Sept. 1	Colgate-Palmolive-Peet Co.	Jersey City	Soap	Judy Canova Show	Sat. 10-10:30 p.m.	138 NBC	Ted Bates Inc.	New York
Sept. 1	Noxema Chemical Co.	Baltimore	Skin Creams	Mayor of the Town	Sat. 8:30-9 p.m.	58 CBS	Ruthrauff & Ryan Inc.	New York
Sept. 2	Kraft Cheese Co.	Chicago	Cheese	The Great Gildersleeve	Sun. 6:30-7 p.m.	78 NBC	Needham, Louis & Brorby	Chicago
Sept. 2	Standard Brands	New York	Chase & Sanborn Coffee	Charlie McCarthy	Sun. 8-8:30 p.m.	145 NBC	J. Walter Thompson Co.	New York
Sept. 3	General Mills	Minneapolis	Wheaties	Jack Armstrong	Mon.-Fri. 5:30-5:45 p.m.	158 American	Knox Reeves Inc.	Minneapolis
Sept. 3	Ward Baking Co.	New York	Bread, cakes	Tennessee Jed	Mon.-Fri. 5:45-6 p.m.	18 American	J. Walter Thompson Co.	New York
Sept. 3	Philco Corp.	Philadelphia	Refrigerators, freezers	The Breakfast Club	Mon.-Fri. 9:45-10 a.m.	191 American	Hutchins Adv. Inc.	New York
Sept. 3	Procter & Gamble Co.	Cincinnati	Oxydol	Jack Smith Show	Mon. 7:15-7:30 p.m.	58 CBS	Dancer-Fitzgerald-Sample	Chicago
Sept. 3	Procter & Gamble Co.	Cincinnati	Oxydol	Vic and Sade	Tues.-Fri. 7:15-7:30 p.m.	13 CBS	Dancer-Fitzgerald-Sample	Chicago
Sept. 3	Petri Wine Co.	San Francisco	Wine	Adventures of Sherlock Holmes	Mon. 8:30-9 p.m.	91 Mutual	Young & Rubicam	New York
Sept. 3	Lever Bros.	Cambridge	Swan Soap	Joan Davis Show	Mon. 8:30-9 p.m.	141 CBS	Young & Rubicam	New York
Sept. 3	Miles Laboratories, Inc.	Elkhart	Alka Seltzer, One-A-Day Vitamins	Lum n' Abner	Mon.-Thurs. 8-8:15 p.m.	125 American	Wade Adv. Agency	Chicago
Sept. 4	American Cyanamid Co.	New York	Biologicals	Doctors Talk It Over	Fri. 10:30-10:45 p.m.	183 American	Hazard Adv. Agency	New York
Sept. 5	P Lorillard Co.	New York	Old Gold Cigarettes	Frank Sinatra	Wed. 9-9:30 p.m.	140 CBS	Lennen & Mitchell Inc.	New York
Sept. 6	General Foods Corp.	New York	Birdseye Frosted Foods	Dinah Shore	Thurs. 8:30-9 p.m.	138 NBC	Young & Rubicam	New York
Sept. 7	Gillette Safety Razor Co.	Boston	Blades, shaving cream	Gillette Bouts	Fri. 10-10:30 p.m.	182 American	Maxon Inc.	New York
Sept. 8	Textron Inc.	New York	Fabrics	Helen Hayes	Sat. 7-7:30 p.m.	146 CBS	J. Walter Thompson Co.	New York
Sept. 8	Procter & Gamble Co.	Cincinnati	Teel	Life of Riley	Sat. 8-8:30 p.m.	Full NBC	Biow Inc.	New York
Sept. 8	Procter & Gamble Co.	Cincinnati	Duz	Truth or Consequences	Sat. 8:30-9 p.m.	134 NBC	Compton Adv. Inc.	New York
Sept. 9	U. S. Steel Corp.	New York	Steel	Theatre Guild of the Air	Sun. 10-11 p.m.	181 American	BBDO	New York
Sept. 9	Delaware, Lackawanna & Western Coal Co.	New York	Blue Coal	The Shadow	Sun. 5:30-6 p.m.	34 Mutual	Ruthrauff & Ryan	New York
	Grove Laboratories	St. Louis	B Complex Vitamins	The Shadow		50 Mutual	Donahue & Coe	New York
	Carey Salt Co.	Hutchinson, Kan.	Salt	The Shadow		93 Mutual	McJunkin Adv. Co.	Chicago
Sept. 9	Helbros Watch Co.	New York	Watches	Quick As a Flash	Sun. 6-6:30 p.m.	114 Mutual	William H. Weintraub Co.	New York
Sept. 9	The Knox Co.	Los Angeles	Cytex	The Nebbs	Sun. 4:30-5 p.m.	245 Mutual	Raymond R. Morgan Co.	Hollywood
Sept. 9	Berkshire Knitting Mills	Reading, Pa.	Maniken Hosiery	Ilka Chase	Sun. 1:15-1:30 p.m.	109 Mutual	Geyer, Cornell & Newell	New York
Sept. 9	Andrew Jergens Co.	Cincinnati	Jergens Lotion, Woodbury's Soap	Walter Winchell	Sun. 9-9:15 p.m.	183 American	Lennen & Mitchell, Inc.	New York
Sept. 10	Socony-Vacuum Oil Co.	New York	Gasoline, Oil	Information Please	Mon. 9:30-10 p.m.	131 NBC	Compton Adv. Inc.	New York
Sept. 10	Bayuk Cigars Inc.	Philadelphia	Phillies Cigars	Inside of Sports	Days and time not set	111 Mutual	Ivey & Ellington	Philadelphia
Sept. 10	Sweets Co. of America	Hoboken	Candy	Dick Tracy	Mon.-Wed.-Fri. 5:15-5:30 p.m.	38 American	Ivey & Ellington	New York
Sept. 10	Armour Co.	Chicago	Meats, dairy products	Hedda Hopper	Mon. 8:15-8:30 p.m.	191 American	Foote, Cone & Belding	Chicago
Sept. 10	Serutan Co.	Jersey City	Serutan	Victor Lindlahr	Mon.-Fri. 12:30-12:45 p.m.	64 Mutual	Raymond Spector Co.	New York
Sept. 11	Lever Bros.	Cambridge	Pepsodent	Bob Hope	Tues. 10-10:30 p.m.	130 NBC	Foote, Cone & Belding	New York
Sept. 11	Brown & Williamson Tobacco Corp.	Louisville	Raleigh Cigarettes	Hildegarde	Tues. 10:30-11 p.m.	143 NBC	Russell M. Seeds Co.	Chicago
Sept. 12	Campbell Soup Co.	Camden, N. J.	Soup	Jack Carson	Wed. 8-8:30 p.m.	123 CBS	Ward Wheelock, Inc.	Philadelphia
Sept. 14	General Foods Corp.	New York	Jello, puddings	Kate Smith	Fri. 8:30-9 p.m.	140 CBS	Young & Rubicam	New York
Sept. 14	United Drug Co.	Boston	Rexall	Durante-Moore	Fri. 10-10:30 p.m.	148 CBS	N. W. Ayer & Son	New York
Sept. 15	Pet Milk Sales Corp.	St. Louis	Canned Milk	Saturday Night Serenade	Sat. 9:45-10:15 p.m.	68 CBS	Gardner Adv. Co.	St. Louis

(Continued on page 81)

ANOTHER REASON WHY
IOWA PREFERS WHO

WHO Had 3 War Correspondents!

This photograph of WHO's Farm Editor, Herb Plambeck, interviewing some Iowa fighting men, was taken on the ruins of Hitler's "Braun Haus" in Munich, on May 1, 1945—the day Munich fell to U. S. troops.

Herb is but one of *three* accredited War Correspondents who covered the war fronts for WHO. The others were News Editor Jack Shelley and Captain Frank Miles—probably the most extensive front-line coverage of any independent radio station in America.

It's a safe bet that these familiar voices, bringing up-to-the-minute news of Iowa boys, have endeared WHO even more to the hearts of our listeners in Iowa Plus. Hundreds of warm, thankful letters prove it in the most touching and stirring way—prove also that WHO's three War Correspondents were *another reason why Iowa prefers WHO!*

WHO *for* Iowa PLUS

Des Moines . . . 50,000 Watts

B. J. Palmer, *President* J. O. Maland, *Manager*

FREE & PETERS, Inc., *National Representatives*

RMA Asks FCC Action on FM Band

Cosgrove Conferences May Clarify Set Confusion

R. C. COSGROVE, president of Radio Mfrs. Assn., is scheduled to confer with FCC Chairman Paul R. Porter this week in effort to arrive at orderly method of converting FM from present 42-50 mc band to new spectrum home, 88-108 mc, without flooding market with low-band receivers. Individual manufacturers have registered protests against threat of FCC to terminate FM in lower band immediately if two-band receivers are made.

WITH the FCC standing pat on its threat to abolish FM in the present band (42-50 mc) immediately if set manufacturers turn out two-band receivers, R. C. Cosgrove, president of Radio Mfrs. Assn., is due in Washington this week for a series of conferences at the Commission.

A spokesman for RMA said manufacturers have attempted to get something definite in the way of transition to the new FM band (88-108 mc) but the only reply from FCC was Chairman Paul A. Porter's letter threatening to terminate lower-band FM immediately if two-band FM receivers were placed on the market [BROADCASTING, Aug. 27].

Although Chairman Porter wrote the RMA that the FCC would "protect" the public against buying two-band receivers, a spokesman for the Commission last week denied that the small added cost was the prime factor in the FCC's decision to take FM off the air, if necessary, pending the higher-band service.

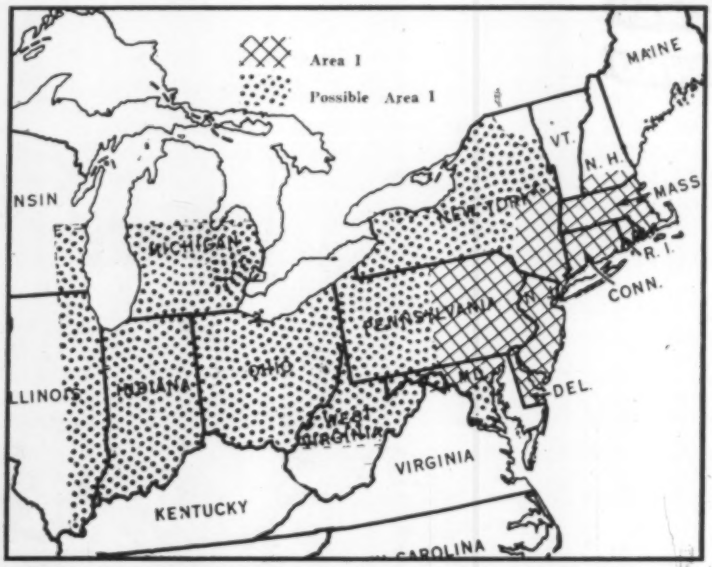
Fear Public Reaction

Fears are growing that if manufacturers do build two-band receivers in quantity, the chances of ever moving FM upward would be remote; in such event it would mean two bands of FM and that would be unsatisfactory from a public service point of view.

Writing in the April 26, 1943 BROADCASTING, Commissioner E. K. Jett, then FCC chief engineer, said: "The fact which most effectively freezes standards and allocations is the number of sets owned by the public; if the number of FM receivers goes much beyond the present figure of 500,000 it may be too late to standardize on new frequency bands."

Commissioners and Commission staff alike expressed fears last week that if two-band receivers are turned out in quantity, the public would raise a concerted voice in protest should the FCC order a transition at some future date and FM as a new and improved service would fail. They pointed out that in Europe the two-band system of broadcasting is used, with long and medium wave transmissions. Some set owners can tune in certain stations while others can hear only those stations on a particular band. In the U. S. such system would not be feasible, whether it be AM of FM, according to Commission experts.

Another factor in the Commission's desire to convert FM to the 88-108 mc band as early as possible is the demand of other services for the band 42-50 mc. Police services have been allocated in the band from 42-44 mc. With the war over and materials again available, police are demanding frequencies in order to handle expanded radio communications services. The first television channel has been designated in the 44-50 mc band. This channel is reserved for small community TV stations and so long as FM remains in the band, television will be delayed.



HERE'S THE FM distribution of the future, according to FCC's new breakdown of the country into two major areas. Area I, designated by diagonal shading, will be allocated 80 channels, (92-108 mc) for metropolitan and community stations. Should demands for frequencies increase, area designated by dots will be added to Area 1. Remainder of U. S. will be Area II, with metropolitan, community and rural stations.

Manufacturers have expressed a willingness to go along but can't plan their own reconversion unless they have something definite from the FCC, they aver. RMA wants the Commission to name a time limit for the FM transition. RMA contends that under the Commission's method, so far, the conversion to higher frequencies is not orderly.

Set manufacturers don't plan any FM receivers before December, according to an RMA spokesman. Whether those sets will be one or two-band depends on the results of Mr. Cosgrove's conferences with Chairman Porter this week. It is understood that if the FCC remains vague about the transition, the first FM sets will be two-band receivers. If the Commission can give a date, then manufacturers can gear their production accordingly.

The Commission is divided on the question of announcing a time limit for the transition. Some Commissioners say a limit cannot be set—that the transition depends upon the availability of transmitters and receivers. Set manufacturers say they won't turn out receivers until they know there'll be transmitters on the air. Other Commissioners believe the FCC should set a deadline for operations on the present band.

Regardless of the outcome of the FCC-RMA controversy, Hallicrafters has developed a small converter that will fit virtually any type of prewar FM set, an improvement over the first converter demonstrated early this year, the FCC disclosed last week. Several prewar sets at the Commission have been equipped with the converters.

Canada for 200-225 mc Radar Markers

British Are Behind Plan For World-Wide System

INTERNATIONAL complications loom as result of recommendation by Canadian Radio Technical Planning Board that spectrum from 200-225 mc be allocated for British international airlines aviation radar markers. Such allocation would wipe out three U. S. television channels and a 5-mc band assigned to amateurs.

AN INTERNATIONAL aviation radar marker system to operate from 200-225 mc is being recommended by the Canadian Radio Technical Planning Board, it was disclosed last week in Toronto.

Although members of Panel E, CRTPB, who made the recommendations, weren't sure the system would be used for British Commonwealth aviation radar marking, it is understood that the British Commonwealth does plan to propose the 200-225 mc band on a worldwide basis to serve a proposed international British airline. Such a move definitely would wipe out low-band television in the U.S. as well as a 5-mc amateur band.

Technicians of CRTPB Panel E, in a report to the parent group, said: "A number of navigational aids operating in these bands (165-185 mc and 200-225 mc) have been developed during the war for use by the Allied air forces. The equipment used in these applications which will be released shortly is directly applicable to commercial air transport needs and will provide a valuable aid during the interim period while other aids are being adapted for this field.

"It is expected that the need for these bands will extend over a period of approximately five years," the report continued. "Panel E recommends that the frequency band 200-225 mc be utilized."

Panel E members said they are recommending that the 200-225 mc band be continued for aviation radar markings for operations in and out of North America. Canadian radio manufacturing plants and the Government's Research Enterprises Ltd., Toronto, made most of the radar equipment used by the British government for this aviation marker service during the war and will continue to make equipment for peacetime commercial aviation use.

Panel members pointed out that the 200-225 mc band includes an amateur band of 220-225 mc and there was some discussion of reducing the aviation marker system to 216-224 mc. At later meetings, however, the panel adopted the 200-225 mc recommendation.

Should Canada put such a plan into effect for a five-year period, American television in the lower band would be virtually wiped out inasmuch as the FCC anticipates that within five years TV will be operating successfully in the frequencies above 400 mc.

The Canadian Government's Trans-Canada Airlines, commercial transcontinental and trans-ocean

(*Continued on page 71*)

PROGRESS

1. Serving as an obstacle to many, war enforced restrictions only acted as a challenge to The Oklahoman and Times to continue to produce good newspapers. The result: the winning of third honorable mention for The Oklahoman in the 15th Ayer award competition in 1945.

2. Less than a year after the inauguration of WKY's farm service department with a pledge to "render a service without peer or parallel both in scope and practical usefulness" this public service feature received recognition in the form of Variety's plaque for "Helping The Farmer Fight This War and Win It."

3. In 1934, when cotton was King in Oklahoma, The Farmer-Stockman began pointing the way to stepped up production and increased and more certain profits, through livestock. In 1945 the Oklahoma farm income sheet showed 56% of the total from livestock and livestock products, 44% from crops.

4. When Mistletoe Express was born in 1931 its only concern was to see that Oklahoman and Times subscribers throughout the state received their newspapers on time. Today of the more than 80,000,000 pounds of annual cargo, newspapers represent 20%. No point in the state is more than six hours away from Oklahoma City.

1

2

OKLAHOMAN & TIMES ★ MISTLETOE EXPRESS ★ ★ ★ WKY ★ FARMER-STOCKMAN ★

A four-front attack on sales problems in the Southwest has been developed through fifty-six years of progress by The Oklahoma Publishing Company. Through its Oklahoman and Times advertisers open the door to a twenty-six county retail market. Through its Farmer-Stockman the entire Oklahoma-North Texas rural market becomes available. Through WKY merchandisers reach that portion of Oklahoma in which 58.3% of the state's general merchandise sales are made. Through Mistletoe's statewide network dealers' shelves are kept full and fresh.

3

4

The OKLAHOMA PUBLISHING COMPANY

THE DAILY OKLAHOMAN ★ OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS
WKY, OKLAHOMA CITY ★ KVOR, COLORADO SPRINGS
KLZ, DENVER (Under Affiliated Management)
REPRESENTED BY THE KATZ AGENCY

XUM

WROK

Tops in

ROCKFORD

ROBERT S. CONLAN SURVEY
JUNE 1945

MORNING

WROK	42.1
Station A	25.1
Station B	13.2
Station C	15.1
Other	4.5

AFTERNOON

WROK	33.4
Station A	18.3
Station B	16.4
Station C	26.1
Other	5.8

EVENING

WROK	31.3
Station A	21.6
Station B	11.3
Station C	30.1
Other	5.7

WROK

The only station that will do a job in

ROCKFORD, ILLINOIS

AMERICAN NETWORK

HEADLEY-REED CO.

Quit Kickin' Our Commercials Around

Short-Sighted Criticism Deserves Industry . . Answer

By ROBERT M. GUILBERT

Continuity Acceptance Editor
Central Division, NBC

"MY FRIEND, do you know what they do on the radio? They have commercials!"

And we cringe as a new voice joins in the quasi-popular pastime of kicking America's No. 1 Public Service about a bit. There is no answer to this accusation except, "Sure we have commercials. What would we have if we didn't?"

Are there legitimate criticisms of radio commercials? We all know there are. But should radio be thrown into a panic by blanket condemnations that in many cases make an impression on the public? We have sensible and sober answers to misleading criticisms. Perhaps radio should no longer rest its defense on the passivity of a Hooper or Crossley report, but should answer these critics.

Federal Control

Do people know, for instance, how little time is actually consumed by commercial messages?

As America's most effective advertising medium, the public pays a smaller commercial tariff on radio than on any other privately operated public service. The commercial content in the average magazine or newspaper, even in these days of war, runs as high as 60%, more than six times that of the radio. That would be equivalent to 12 minutes of Bob Hope followed by 18 minutes of assorted advertising.

It would be an easy step from the federal control of radio to the same kind of control over other public services. If there were bureaucratic supervision over commercial copy to protect the listener, there would be no reason readers of periodicals should not be afforded the same protection. Thus no magazine could run 10 to 20 pages of solid commercial copy before the reader came to the lead feature, or give the ads in the back pages the preferred outside column space. Once launched, regulation could next extend to articles and editorials—all for the protection of the reader. This logical projection deserves even the attention of those publications (most critical of radio) which take no advertising but feed off the material of the commercially patronized publications.

People should be reminded that the tremendous radio facilities in this country were built commercially. Americans own more radios per capita than the citizens of any other country because the quality of American broadcasting made their purchase worthwhile. Such quality is based on a minimum of government control and would be materially altered by an increase of control.

We even hear that "more time" should be allotted to "public service" features, meaning in effect that no matter how fine a commercial program is, it would be ever so much better on a sustaining basis.

As a matter of record, public service features once sustaining are every bit as fine with commercial sponsorship. Perhaps the public takes too much for granted the unsponsorable public service features which travel unmolested in salable time on each network. *Doctors at War* or *The Catholic Hour* are not essential parts of NBC's program structure because of a government directive, but because of NBC's mature sense of responsibility to the public. Or perhaps people think these periods are sold. Maybe they should be disabused of the idea that our Government buys time for *Our Foreign Policy* or *The Army Hour*.

ADMITTING the legitimacy of some criticism of radio commercials, Mr. Guilbert takes to task the blanket condemnations of commercials as an institution. Perhaps, he declares, the time has come for radio no longer to rest passively on its popularity polls but to answer with the sober and sensible facts on hand.

Faith in Medium

Americans have been kept well-informed on every phase of the war effort. Does the public know that a large percentage of OWI messages have been broadcast as an additional "burden" in that they usurped the time of a regular commercial announcement.

Radio labels editorial comment as such and does not disguise it as a straight news story. The public likes to get its news over the radio and has come to depend on the veracity of radio news reporting. This is no reason to make it an economic liability within the industry by rendering it commercially unattractive to an advertiser.

Radio commercials need a reorientation in the public mind. Our critics have been complaining that radio burns too much gas. The public needs a reminder of how incredibly far, at what incredible speeds, it is carried on the present low allotment.

However, we must all admit that listeners tune in to hear radio programs, and not the commercials. But it harms program acceptance when people find them objectionable.

The advertiser cannot put a frame around the time allotted to him in his program period and regard that section of the air as something inviolate for him to use as he will. Thus radio is forced to give editorial advice on individual commercials as they relate to the entire commercial and program structure of broadcasting. Ideas about this differ in detail from station to station and network to network, but basically they are the same—to keep advertising, and therefore radio, believable; to keep programs homogeneous; to keep commercials unobjectionable.

Long Range Policy

Would a "Will Hays" office set up to pass on commercials silence our critics? On the contrary, I believe.

Radio must continue to attend its own commercialism, just as other advertising media in this country have always done. If necessary, it must be remembered that radio networks and stations, not advertisers, are in the radio business. But all agencies buying radio time are part of the industry. Any agency which uses radio as an immediacy and not as a permanency, which does not concern itself with the public's interest and acceptance, which does not heed valid criticism, has done a poor job of selling clients on its service.

A radio commercial is a gigantic salesman often more personal than across-the-counter persuasion. Commercials, therefore, should avoid copy that would arouse resentment if delivered by a sales person. Printed sales material is not always acceptable in radio, and good copy must be tailored to the new art.

Hooks that startle or mislead—stoppers—may create temporary sponsor identification, but they do it at the expense of other advertisers and the radio medium. Singing or rhyming commercials are difficult to create, and should be discarded when their popularity wanes. Irritant-gimmicks quickly reach the saturation point.

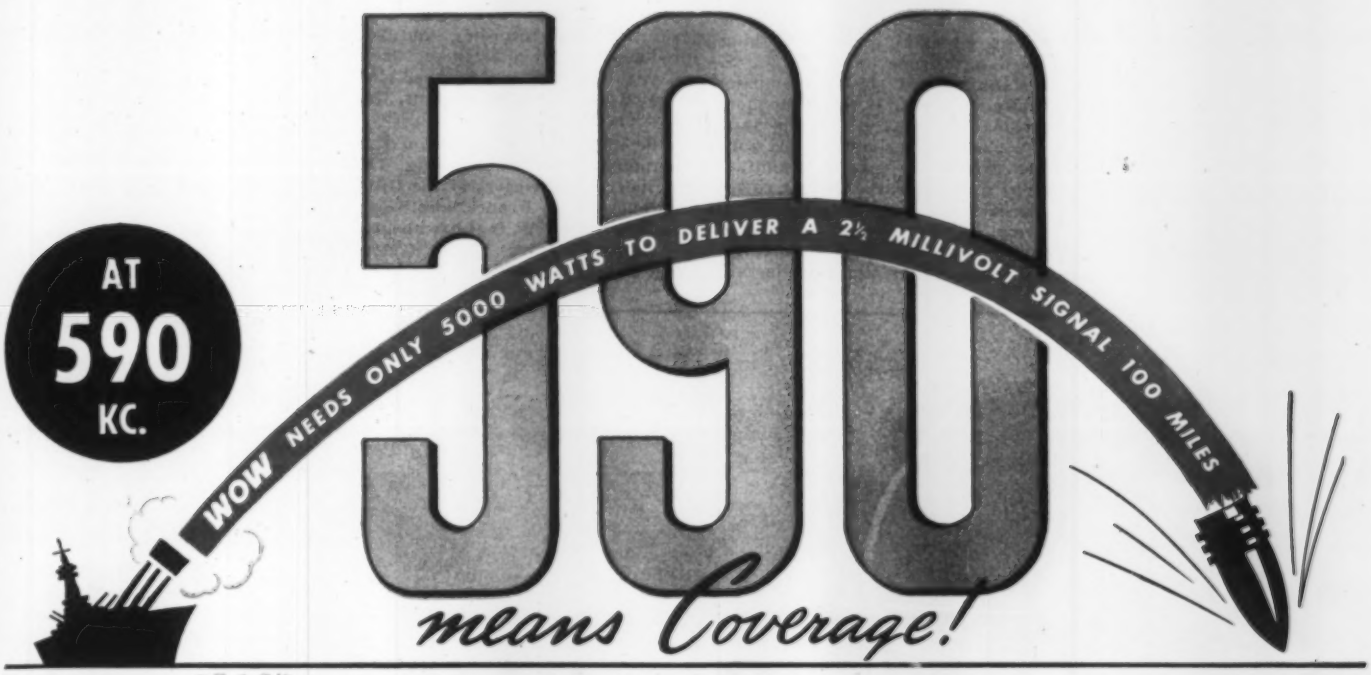
Too much or repetitive selling is confusing and listeners develop ear-flaps that close instinctively against what they don't want to hear.

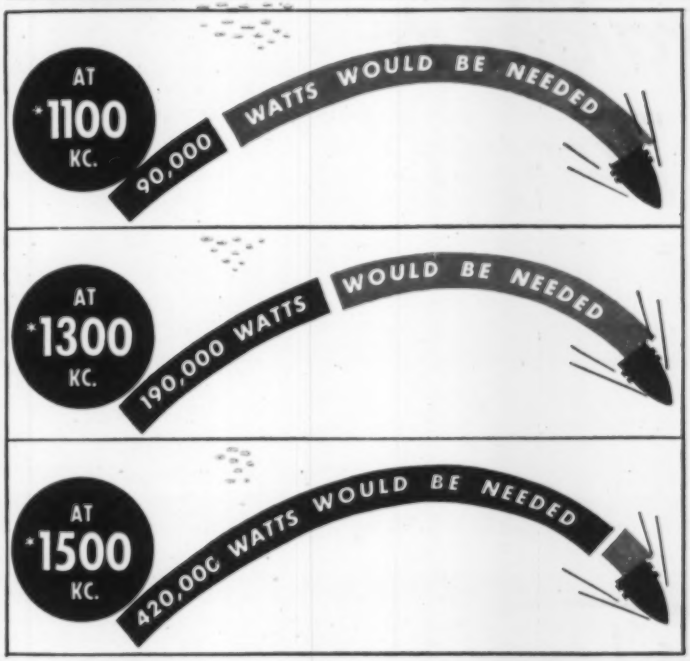
Commercial radio programs have never been more successful. They are replete with clever messages. Continued public acceptance will come as radio progresses. Such progress can come only from mutual discussion and self-searching by all of us in radio.

History Recorded

BEGINNING with the first newsflash of the Jap surrender, WBKY, U. of Kentucky station, went on 24 hour duty for five days and recorded the important messages. Equipped with three Hallicrafters, the station tuned one each to WHAS Louisville and WLW Cincinnati to catch CBS and NBC news and with the third set scanned the shortwaves for news from all over the world.

SURE AS SHOOTIN'...





WOW, due to its nearly ideal frequency of 590 kilocycles, used with 5,000 watts, CAN be HEARD clearly within a one hundred mile radius* of its transmitter. WOW is LISTENED to because it is a basic NBC station, furnishing the top radio entertainment of the day, supported by first-class local features and NEWS. These are reasons why WOW gives you the BIGGEST AUDIENCE an advertising dollar will buy in the Omaha trade territory.

IT'S A FACT....

The chart above, based on computations by competent radio engineers, shows how much MORE power is needed to lay down a 2½* millivolt signal 100 miles at frequencies higher than 590 kilocycles. The frequencies shown are approximately those of other full-time stations in the Omaha area.

*WOW's ½-millivolt contour actually reaches out nearly 200 miles!

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE
JOHN J. GILLIN, JR., PRES. & GEN. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

Fletcher Released

CAPT. FRANK U. FLETCHER has returned to Washington after being released by the Army to resume his duties with the Office of Alien Property Custodian, National Press Building. Formerly with the FCC and for several years associated with the firm of Spearman, Sykes and Roberson, Capt. Fletcher's duties with the Army consisted of rendering legal assistance in connection with the procurement of Ordnance Materiel in Washington and in San Francisco.

Capt. Fletcher

German's Tape Recorder, Magnetophon, Is Termed Superior to Other Methods

(Special from Berlin)

MOST revolutionary development encountered by the U. S. broadcasting mission in Europe is the German-invented Magnetophon, an all-purpose recording and playback apparatus using the tape principle and excelling in quality anything heard in Europe or in the U. S.

Manufactured by a company known as E. E. G. Magnetophon, the machine uses tissue-thin tape of a plastic base, impregnated with iron oxide. The tape is manufactured by I. G. Farben, giant chemical cartel taken over by the U. S. Army. Factories are scattered throughout Reich former holdings.

The recordings, which are instantaneous, have a frequency response from 50 to 8,000 cycles. Above that, the range up to 12,000 cycles falls off slightly. The tape costs about $3 for a roll which runs 20 minutes. Equipment, costing about $2,000 prewar, includes twin turntable (actually tape recording and reproducing units) plus three heads on each turntable. One head demagnetizes, the second records, the third plays back.

The mission first learned of the Magnetophon in London Aug. 13. Engineering executives of the BBC told about it. In France, also, comments were heard. In Luxembourg the apparatus was demonstrated Aug. 22 by engineers at Radio Luxembourg, taken over by Allied forces after the Germans fled the tiny Duchy. The chief engineer of Radio Luxembourg was there both before and after the Germans and was familiar with the apparatus.

The American broadcasters were amazed by a recording of a musical program being transmitted. It was played back immediately and the quality was better than good. There was no surface noise. The tape was purposely broken and spliced immediately with a dab of chemical. Recordings can be edited to the syllable by splicing. Tape seldom breaks, however.

"Transcriptions on discs are antiquated compared to this type system", said one U. S. broadcaster.

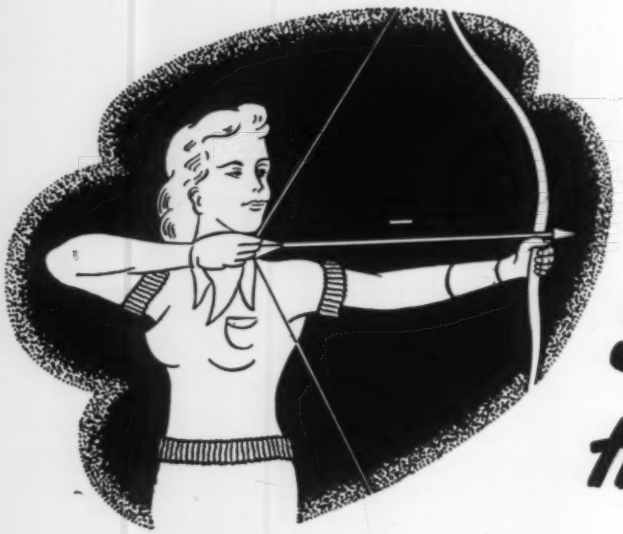
Luxembourg engineers said the tape apparently can be played back indefinitely. Since 1941, when the machines were installed, no recording has shown deterioration. Engineers said the quality was head and shoulders above conventional recordings in frequency range, dynamic range, absence of surface noise and ease of editing.

Lt. Col. K. N. H. Thompson, chief radio controller of Radio Hamburg in the British zone, also has been using Magnetophon since the British took over the station last May. He described it to the U. S. mission in Aug. 24 as "one of the best things that has happened in broadcasting." Former program director of Radio Luxembourg under commercial management, Col. Thompson said the mechanism produces "the best recordings I have ever heard in my life. It is the finest, as well as being the easiest system of recording," he declared. "It makes possible unlimited use of tape for recording."

Mission members are interested in getting equipment to America in hope that some company will begin manufacture. It is seen as a boon particularly to FM where full advantage could be taken of the high-quality reproduction.

Lt. Col. Douglas Meservey, military governor of Bremen and former deputy chief of the OWI Radio Bureau, who joined the party in Bremen, took immediate steps to locate equipment and deliver it to the U. S. There should be no trouble in getting tape, since the Farben operations are under U. S. control.

FIRST civilian jeep off the Willys Overland assembly line was purchased by the Fort Industry Co. for use on remotes. Bob Evans, WSPD Toledo program director, gives a special demonstration.



Straight to the Target!

In radio—as in archery—the way to get best results is score the most bullseyes. And WSIX, with an increase of 81.5% in the all-day average Hooper for the two years ending in January, is ready to send your sales message straight to the target. Here's why WSIX can do the job; (1) The best daytime Hooperating of any Nashville station. (2) Top shows of both AMERICAN and MUTUAL Networks. (3) A very low unit cost for excellent coverage. (4) In this rich Middle Tennessee market over a million potential buyers await your "arrow".

REPRESENTED NATIONALLY BY
THE KATZ AGENCY, INC.

AMERICAN - MUTUAL

5000 WATTS - 980 K.C.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

A radio station is known by the *Companies* it keeps

FORMULA FOR SELLING WATCHES

Fine Watch plus Fine Station equals Results!

THE fine watch is the famous Parker Watch, world's best balanced time piece. The fine station, the New WJJD. The results, impressive. Weiboldt Stores, who are just about Chicago's busiest retailers of timepieces, saw the results coming over their counters day by day. That's why Parker has consistently maintained a heavy spot schedule on the New WJJD . . . as many as 16 spots daily, seven days a week, as many days a month as the calendar will allow. Producing results is a grand new habit we've acquired here at the New WJJD. It's the natural outcome of our 20,000 watts of SELLING POWER, programmed to produce, and boomed into all Chicagoland. For us that means 3,234,059 homes, 10,025,582 people, with $12,117,000,000 a year to spend. Better check your schedule and make your time reservations now, while there are still a few choice ones to be had.

20,000 WATTS OF *Selling* POWER

THE NEW
WJJD
1160 ON YOUR DIAL
CHICAGO

A *Marshall Field* STATION REPRESENTED NATIONALLY BY PAUL H. RAYMER

VIPS NOTES

On U. S. Broadcasters Mission in ETO

LT. COL. Samuel Rosenbaum, commanding officer of Radio Luxembourg, who has been overseas for the last 22 of his 26 months in the Army, expects inactive status by Jan. 1. He does not contemplate returning to the presidency of WFIL Philadelphia but hasn't decided what activity he will follow, though it will likely be radio.

* * *

Chief controller of Radio Hamburg, 100,000 w standard station operated by the British military on 904 kc, is Lt. Col. K. N. H. Thompson, program head of radio Luxembourg when commercially operated prewar. Radio Hamburg is not part of the BBC which Col. Thompson described to the U. S. mission as an organization which sells "The British Way of Life". The Hamburg station does not deal directly in propaganda leaving that to the BBC, but does follow the line in an "inoffensive way".

* * *

Radio Hamburg was headquarters of the British renegade, Lord Haw Haw (William Joyce). He broadcast from a bombproof studio adjoining the main studios. The main structure is built around an immense three-story studio with sliding walls, an arrangement whereby half the floor drops into a pit for orchestral acoustics (it doesn't work now) and other innovations. Mission observers agreed it was more elaborate than practical and 10 years behind us.

* * *

The radio mission up to Aug. 25 had traveled more than 5,000 miles by air. By the time the trip ends double that will have been covered.

* * *

They believe in big staffs in Europe. Luxembourg has 300, half Army and the rest civilian. Radio Hamburg has 300, of which 120 are regular members, the balance musicians.

* * *

Hero number two of the U. S. mission is Bill Hedges, NBC vice-president. In a convoy inspecting Luxembourg war damage, he probably saved injury to himself and two colleagues, Col. Ed Kirby, escorting officer, and Joseph H. Ream, CBS vice-president. While driving to the Ardennes battlefront near the river which separates Luxembourg from Germany, the native driver failed to notice a stop sign in English and started down the road. A bridge just ahead had been bombed out. The car had bad brakes and Bill hollered in time for the others to jump. The car was turned into the roadside yards away from the embankment.

* * *

First hero was John Fetzer, WKZO Kalamazoo owner, who discovered burning coils in the cabin of the transatlantic plane on the first day out.

Hard luck member of the mission is Joseph Ream. On the heels of the escapade in which Hedges saved the day, Joe lost his luggage. The group was overweight for the plane from Paris to Luxembourg and the heavy luggage went by trucks. Joe's bag must have bounced out. It was a double calamity because Bob Swezey, Mutual vice-president, had his pinks—his only other trousers—in Joe's bag.

* * *

Lt. Col. Douglas Meservey, former deputy chief of the OWI Radio Bureau and former chief aide to John Royal when NBC program vice-president, now is military governor of American-occupied Bremen, top Army man there. He came to Hamburg to join the U. S. mission for the Berlin trip.

* * *

Practically all Allied military officials in occupied areas of Europe drive big cars repainted in olive drab. The cars were "liberated" for official use. In Hamburg Air Forces public relations occupies a fine home for itinerant officials where the broadcast mission stayed. In Berlin the swanky home formerly occupied by Max Schmeling, ex-pugilist, houses AFN Berlin personnel with modern studios built in the same block. The Berlin station did a special program for the broadcasters after a fancy dinner.

* * *

Radio, newspapers and even newsreel don't do justice to the aerial bombing job on Germany. Its necessary to see to believe. Large areas both in Berlin and Hamburg are practically pulverized. Interiors are completely bombed out.

* * *

The mission was taken to the Reichs Chancellery and scrounged for souvenirs. Best scrounger was Joe Ream who walked off with a bronze placque of Hitler from Goebbels' office. There are two bullet holes in the placque.

NBC Rewards Ideas

REWARDS of $5 to $500 will be made to NBC Chicago employes for best ideas improving the operational efficiency of the Central Division. Ideas will be submitted to a suggestions committee selected by Harry C. Kopf, NBC v-p and general manager of the central division. Committee members are: A. W. Kaney, station relations manager, chairman; Leonard Anderson, personnel manager, secretary; Theodor Schreyer, operations supervisor; Eric Danielson, traffic manager; Edward Stockmar, network sales traffic manager, and Henry Livezay, guest relations manager.

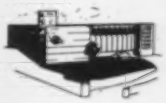
Lee Hat Series

FRANK H. LEE Co., Danbury, Conn., Aug. 26 started sponsoring Dale Carnegie's talks on *Little-Known Facts About Well-Known People* on Mutual, Sunday 2:45-3 p.m. Series advertises Lee hats and was placed by Bermingham, Castleman & Pierce, New York.

XUM

KSFO – *Building a Brighter Future From a Brilliant Past marks its 20th anniversary*

20 YEARS OF PROGRESS...



From a single basement room to spacious modern studios atop San Francisco's Nob Hill—from 500 to 5000 watts—KSFO today offers primary coverage of the great San Francisco-Oakland area, and Northern California market.

NOW—THE UNIVERSAL NETWORK...

Linking KSFO San Francisco and KPAS Pasadena-Los Angeles-Hollywood, this new network covers approximately 80% of all of California's 1,933,028 radio homes, (more than even the Chicago Market—Cook, Lake and DuPage Counties—area has)—and includes 5 out of 10 of the top buying-power cities in the U.S.

AND UNIVERSAL RECORDERS...

With a record of 50,000 quarter-hour transcriptions, cut in the past year, to its credit—Universal Recorders offer you unequalled facilities—the finest recording equipment on the Pacific Coast.

UNIVERSAL SHORT WAVE, TOO...

Two powerful short-wave outlets—KWID, 100,000 watts, and KWIX, 50,000 watts are now under exclusive government contract . . . beaming programs to Mexico, Central America, South America, Australia and the Orient.

UNIVERSAL SALES...

$$$

Offices in San Francisco and Los Angeles, with another soon to be established in Seattle. To serve advertisers in eastern and central markets, Universal Network KSFO and KPAS are represented by Weed and Co., with offices in New York, Chicago, Detroit and Boston.

Is your future here?

If you have a product or service to sell, you have a stake in the tremendous Pacific Coast market. Universal Network offers you powerful coverage of the homes you must reach with your advertising messages and programs.

KSFO UNIVERSAL NETWORK'S KEY STATION FOR NORTHERN CALIFORNIA

THE ASSOCIATED BROADCASTERS, INC. · SAN FRANCISCO, CALIFORNIA

Pacific 'Radio City' Rising in Manila

Army Brings Industry Men to Install, Staff Studios

GROUND has been broken for construction of the new radio building for GHQ Public Relations, Army Forces Pacific (AFPAC), in Manila. The building will be completed coincident with the addition of personnel to complete the Radio and Communications Section under Lt. Col. Jack Harris, former news, special events director WSM Nashville.

When completed on or about Sept. 5., the radio building will include three air conditioned studios, a recording studio, two control rooms serving the four studios, and working quarters for radio correspondents, Army program personnel, engineering and communications personnel, as well as offices for the radio officer, department heads, and a reception room for program observers.

While the radio building, with its air conditioning, indirect lighting, and latest engineering design, will be the fanciest thing of its kind in this theater of war, it is being built according to specifications of M/Sgt. Gilbert F. Staples and radio engineers on Col. Harris' staff from material on hand in the Philippines. For instance, one control panel was salvaged from a Filipino radio station destroyed by the Japs during the Battle of Manila. Filipinos sneaked the control panel out the back door and buried it, while the Japs were demolishing equipment in the front of the building. Later, it was dug up and will now be used to relay broadcasts to the States.

The radio building will be part of a PRO Camp, located on Dewey Boulevard, facing Manila Bay. It will become Radio Central, feeding programs via RCA, Press Wireless and over the Army's seaborne communications. Already, it has been nick-named "Radio City of the Pacific."

Meantime, the staff of the Radio and Communications Section is being enlarged. A table of organization has been approved, and almost filled, including 15 officers and 25 enlisted men. This does not include Signal Corps personnel who operate transmitters and other facilities aboard the five ships which comprise the PRO mobile communications. In this group, many a station manager would probably find one of his much-needed technicians.

Executive radio officer to Col. Harris is Maj. Donald Weiss, who served in similar capacity to Col. A. A. Schechter. Maj. Weiss is now on temporary duty in the States on press communications matters for the theater.

FIRST spadeful of earth is turned for new "Radio City of the Pacific" at headquarters in Manila by Lt. Col. Jack Harris, chief, PRO Radio and Communications Section. Watching are (l to r) Lt. Lee Jones, Lt. M. H. Kees (kneeling), Lt. Edward Sarnoff, T/Sgt. William Berns (kneeling), and Lt. Victor Campbell.

Capt. Lindquist En Route

Heading the program department is Capt. Lansing B. Lindquist, formerly program director of WSYR Syracuse, and until this month in charge of the Placement Section, Radio Branch, War Dept. He is now en route from the States. Second in command is Lt. Lee Jones, for ten years NBC producer and later on the staff of the Kay Kyser program. Personnel now working in the program department include T/Sgt. Bill Berns, formerly of WNEW New York; S/Sgt. William T. Raidt, formerly of D'Arcy Advertising Agency, New York; Cpl. Charles Norwood of NBC; S/Sgt. Joseph Tomes of KWID San Francisco, and Cpl. John J. DeYoung of WISH Indianapolis. Scheduled to join the program staff after basic training in the States is Pvt. Myron Dutton, former producer, Ginny Simms show and Philco *Hall of Fame*.

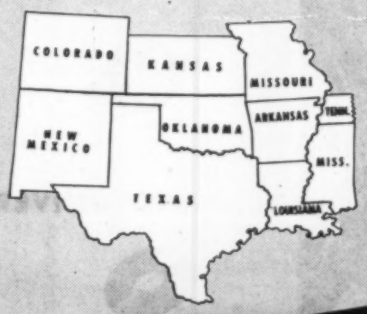
Four field production units which work forward with the troops are headed by Lt. Stanley Quinn, formerly with J. Walter Thompson in New York and Australia, and later Mutual correspondent in the Pacific.

In addition to technicians being procured in the theater for the field production units, Cpl. Red Hall, former NBC announcer and Paramount News man, is due from the States shortly to handle one team. Also to be assigned to one of the teams is Pvt. James Fleming, formerly CBS war correspondent in Cairo, Moscow and the Pacific.

Network liaison and maintainence of press copy transmission are the responsibility of the traffic control section, in charge of Lt. Victor F. Campbell, former production manager of WGY Schenectady. Assisting him are T/Sgt. Wallace

(*Continued on page 68*)

For:
***Dependable*Information on radio and markets in the Middle West and Great Southwest**



TAYLOR-HOWE-SNOWDEN *Radio Sales*

Let us help you now, Mr. Time Buyer, when it comes to building a sure-fire spot campaign that's certain to get maximum results. We know each individual market in the Middle West and Southwest. Our first-hand knowledge and wide experience in this rich, responsive territory can be of invaluable assistance to you. Call the T.H.S. representative nearest you today!

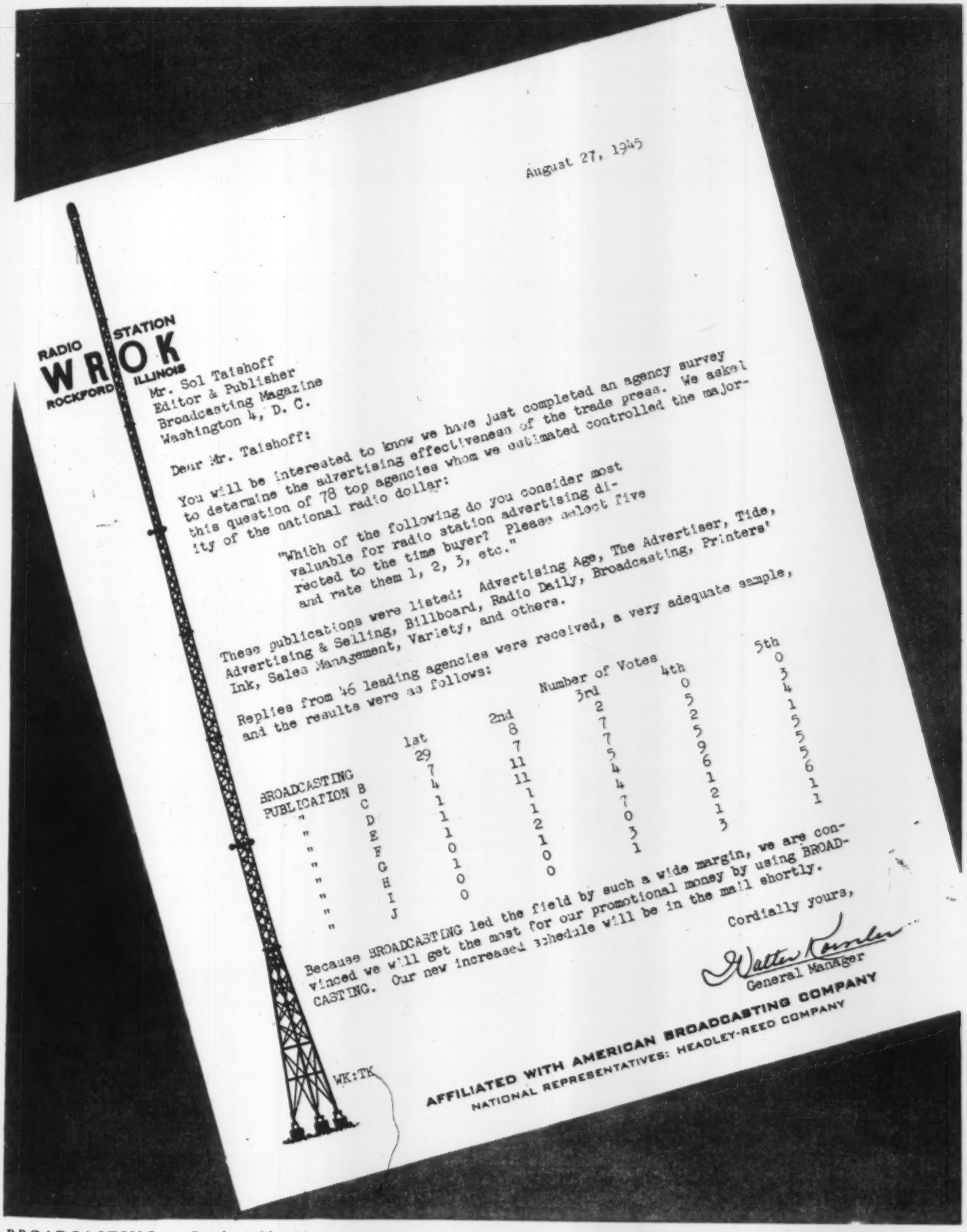
Affiliates

Texas
KFDM—Beaumont
KFYO—Lubbock
KGNC—Amarillo
KRGV—Weslaco
KTSA—San Antonio
THE LONE STAR CHAIN

Oklahoma
KADA—Ada
KBIX —Muskogee
KCRC—Enid
KGFF—Shawnee
KOME—Tulsa
KTOK—Oklahoma City
KVSO—Ardmore
THE OKLAHOMA NETWORK

New Mexico
KGGM—Albuquerque
KVSF —Santa Fe

Sales Offices
New York
Chicago
Dallas
Hollywood
San Francisco
Portland
General Offices—Amarillo



RADIO STATION
WROK
ROCKFORD ILLINOIS

August 27, 1945

Mr. Sol Taishoff
Editor & Publisher
Broadcasting Magazine
Washington 4, D. C.

Dear Mr. Taishoff:

You will be interested to know we have just completed an agency survey to determine the advertising effectiveness of the trade press. We asked this question of 78 top agencies whom we estimated controlled the majority of the national radio dollar:

"Which of the following do you consider most valuable for radio station advertising directed to the time buyer? Please select five and rate them 1, 2, 3, etc."

These publications were listed: Advertising Age, The Advertiser, Tide, Advertising & Selling, Billboard, Radio Daily, Broadcasting, Printers' Ink, Sales Management, Variety, and others.

Replies from 46 leading agencies were received, a very adequate sample, and the results were as follows:

	Number of Votes				
	1st	2nd	3rd	4th	5th
BROADCASTING	29	8	2	0	0
PUBLICATION B	7	7	7	5	3
" C	4	11	5	2	4
" D	1	11	4	5	1
" E	1	1	4	9	5
" F	1	1	7	6	5
" G	0	2	0	1	6
" H	1	1	3	2	1
" I	0	0	1	1	1
" J					

Because BROADCASTING led the field by such a wide margin, we are convinced we will get the most for our promotional money by using BROADCASTING. Our new increased schedule will be in the mail shortly.

Cordially yours,

Walter Kessler
General Manager

WK:TK

AFFILIATED WITH AMERICAN BROADCASTING COMPANY
NATIONAL REPRESENTATIVES: HEADLEY-REED COMPANY

GET THIS VALUABLE MAIL STUDY !

KMA's 1945 Radio Mail Study will soon be ready for you—a comprehensive analysis of 488,434 pieces of commercial mail—39 pages of fact-crammed data as to *who* writes to radio stations, and *why*, and *when*. . . .

The 1944 Study met with tremendous response from the entire advertising industry. It ran through four editions in nine weeks. The 1945 Study was made to show whatever changes might have occurred, and to answer new questions from agency executives all over the country.

Advertising men themselves suggested the problems on which we have worked. Our purpose in these studies is not to prove anything, but to discover *facts for you*. We have analyzed the trends of audience reaction, tabulated the changes and types of offers proving most successful, and pointed out the important psychological aspects of radio response.

If you are engaged in advertising—as an agency expert, a sponsor, a radio station operator, or a teacher of advertising—*you need a copy of this important book.*

Don't wait until tomorrow. Write for your copy today. Like all other good things, these valuable *free* books are scarce. But you can be sure of getting one if you simply drop a line—today—to the Research Director, Station KMA, Shenandoah, Iowa.

KMA

AMERICAN BROADCASTING CO.

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

Canada Buys Time For Victory Loan

Five Full Hours, 40 5-Minute Spots Being Planned

PLANS for Canada's Ninth Victory Loan in October are being completed, with paid programs on all Canadian stations being arranged by the National War Finance Committee of the Dept. of Finance, Ottawa.

A preloan campaign starting in early October will use 40 five-minute transcribed programs on a flexible schedule on all English stations and a similar series on French-language outlets. Five quarter-hour commentaries by John Fisher will be carried as a network program Sunday evenings.

Feature one-hour broadcasts with big name radio, screen and stage stars will be heard for four weeks on Wednesday, 8:30-9:30 p.m., starting Oct. 17, with a fifth program on Sunday evening, Oct. 21, night before the Loan opens officially. All these are paid broadcasts with French-language counterparts, placed by the Co-operative Advertising Agencies of Canada, War Finance Group, Toronto and Montreal.

Radio planning is under the National Radio Committee of the National War Finance Committee, and is headed by T. L. Anderson, Cockfield Brown & Co., Toronto. Other members, from the Canadian Assn. of Broadcasters, include Glen Bannerman, CAB president; Guy F. Herbert, All-Canada Radio Facilities; Henry Gooderham, former owner of CKCL Toronto, all of Toronto; Austin Weir, commercial manager, Canadian Broadcasting Corp., and E. L. Bushnell, program chief, CBC Toronto; Rupert Caplan, producer, CBC Montreal; Wis. McQuillin, Cockfield Brown & Co., Toronto; E. W. Reynolds, E. W. Reynolds & Co., Toronto; H. Fontaine, Canadian Adv. Agency, Montreal.

Under this national committee are working committees for both English and French programs. The English program committee, headed by Mr. McQuillin, includes Mr. Caplan, Mr. Bushnell; C. M. Passmore, MacLaren Adv. Co., Toronto; Jack Horler, Baker Adv. Co., Toronto; and Harry Sedgwick, CFRB Toronto. The French language committee has as chairman Olivier Carignan, Canadian Adv. Agency, and includes Omar Renault, CBC, Montreal; H. La Rocque, McKim Adv. Ltd., Montreal; A. Audet, Huot Publicitee Ltd., Montreal; C. Bionde, CKAC Montreal.

Cox Expands

JAMES M. COX, owner of the Daily News Publishing Co., Dayton, also owner of WHIO Dayton, WSB Atlanta, WIOD Miami, has purchased Sunday publishing rights to the *Dayton Journal-Herald*. Sale also includes the *Journal-Herald's* Sunday AP franchise.

CO-OP ON REGIONAL

WHN, WSRY, WHCU Linked In Daily Series

PRESENTING *World at Noon* are (l to r) Lee Hamrick, newscaster; Paul Welsh, market reporter; Richard Armfield, writer-producer.

BID to extend its cooperative marketing program citywise and to bring city dwellers closer to the farmer are among objectives of a new program, *The World at Noon*, a five-weekly quarter hour on a new regional network comprising WHCU Ithaca, WHN New York and WSYR Syracuse.

Produced under direction of the Cooperative Grange League Federation Exchange's information service by Agricultural Advertising & Research Inc., program has four objectives, according to R. B. Gervan, information director of GLF. They are: (1) to supply useful news and information to GLF farmer patrons; (2) to develop a better understanding of GLF and farm problems among city people; (3) to advance GLF's institutional program; (4) to familiarize with GLF's name, city consumers who are potential customers in the co-operative's marketing program.

News of the world, slanted for New York, New Jersey and northern Pennsylvania; three-day weather forecast; market reports and brief farm bulletins are included. Richard Armfield, formerly of Press Assn., processes the news, with Leland (Lee) Hamrick airing news and Paul Welsh market reports.

GE Set Plans

GENERAL ELECTRIC Co. will start manufacture of home radio receivers on Oct. 1 and is preparing to begin producing television and FM receivers shortly after that date, according to K. J. Kaar, manager of the receiver division. Portables, table models, consoles, radio-phonograph combinations and farm sets, all incorporating new features to give them an efficiency not achieved by prewar sets, are scheduled for early distribution, he said. Video receivers, to be available later, will range from small direct-viewing receivers to large screen models. Phonograph combinations will have a new electronic reproducer that almost entirely eliminates needle scratch, he added.

XUM

first in War!

Robert Zimmerman, KGW's alert new Educational Director, established an enviable record at Washington State college, the Spokane Public schools and Portland's Lincoln High school. "Bob" takes charge of KGW's already extensive educational activities. Since 1933 KGW has supplied classroom education to the Portland Public schools, with five-times-a-week courses in such subjects as history, geography, science, health, current events and Latin America. Under Bob Zimmerman's direction, KGW confidently expects to make an even greater contribution to Education by radio.

first in Peace!

In 1933, too, KGW "signed up" the Montana Cowgirls, three gals from the wide open spaces and, in their day, one of the best Western acts on the air. LaRaine, pictured here in her sombrero, sang and played the guitar.

first in Audience Influence

Station KGW classroom programs in cooperation with the Portland School board were started and the Montana Cowgirls were signed up in the same year—1933. For 23 years KGW has provided the broadest possible audience—that's why it's a "FIRST" with advertisers, too!

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

Youth Programs Written By 17-Year-Old Author

WHO should know more about bobby-soxers than a high-schooler himself? That's the idea behind Al Burton Radio Productions, Chicago, which this week invaded the script-field with five programs aimed exclusively at teen-age listeners.

Shows, authored by 17-year-old Al Goldstone, now associated with Neblett Productions and the Gallup Poll, include *Swoon Shop, Hi Diary, Question Club, Tunes & Tips* and *Saturday Swing Session* are prepared for local ET presentation.

Allen Package

COL. ROBERT ALLEN, former Washington Merry-Go-Round partner of Drew Pearson, is being offered to advertisers in a package show called *Inside Washington* by the Century Artists Ltd., N. Y.

W9XK MILWAUKEE TESTS FM RECEIVERS

SET manufacturers and potential FM broadcasters are keenly observing the operation of W9XK, experimental FM station of the *Milwaukee Journal* and the only station now licensed within the new 88-108 mc band. The former have voiced their intention coming into Milwaukee to field test their receivers.

Granted a permit in June to operate on 91 mc, W9XK, at the request of the FCC, has been carrying out tropospheric measurements in addition to making field checks and gaining general operating experience. At an FMBI meeting in Milwaukee Aug. 14-15 broadcasts of the station were listened to and an invitation was extended to members to investigate *Journal* tests and make set tests of their own.

The request of the *Milwaukee Journal* last June for a frequency in the then not allocated band is credited to foresight and conscious anticipation that the FCC would move to a higher frequency, according to the newspaper.

Commercial Addict

DICK McCUTCHEON, newscaster of WFAS White Plains, N. Y., had just finished his 6:55 p.m. 5-minute spot for Artley's Women's Shop. The newsroom phone rang. A feminine voice asked him to repeat part of his broadcast. Her doorbell rang and she missed the most important part. "Sure," replied Dick, "which item are you interested in?" "The commercial—especially the prices," said the caller.

MEIGHAN COLUMBIA STATION DIRECTOR

HOWARD S. MEIGHAN, eastern sales manager of Radio Sales since 1939, has been appointed CBS director of station administration.

Mr. Meighan

In this new position he is responsible for the administration of stations owned by the network and serves as liaison between them and CBS headquarters in New York.

This function was formerly performed by Frank Stanton, CBS vice-president and general manager, and the appointment represents the first step toward relieving Dr. Stanton of some of his previous responsibilities so that he may devote more time to the general management problems he has recently assumed. Move will also divorce Radio Sales from some of the network-station liaison work it had taken on in recent years and restore it to a more nearly pure sales operation.

A graduate of Columbia U. class of 1928, Mr. Meighan joined J. Walter Thompson Co. that year and in 1929 became a member of the agency's original radio department, which he left in 1930 to become a vice-president of Scott Howe Bowen's station representative organization. Three years later he became head of the radio department of J. Sterling Getchell and in 1934 joined CBS as an account executive in the Radio Sales division. In 1939 he became eastern sales manager of Radio Sales, holding that position until the present.

Chelsea Make-Up

CANCELLATIONS of three successive Tuesday nights of the Guy Lombardo show, 9-9:30 p.m. on American because of the atomic announcements on Aug. 7, the V-J proclamation on Aug. 14 and the Esquire baseball broadcast on Aug. 28, has been made up to the sponsor, Larus & Brother Inc., Richmond (Chelsea cigarets), by broadcasting the show on three successive Sundays—Aug. 26, Sept. 2, 9—in the 8:30-9 p.m. slot formerly used by the *Fighting AAF* show. Agency is Warwick & Legler, New York.

Hasel Bach

JOE HASEL, sportscaster on American before entering the service, has been honorably discharged and returns to that network Sept. 3 with a nightly sports program, *Joe Hasel Presents*, to be broadcast Monday through Friday, 11:15-11:30 p.m. Attached to the Armed Forces Radio Service as sports and special features editor early in 1943, Hasel handled major military broadcasting duties both in this country and abroad.

"The crowd's the thing"
AND KCKN OFFERS YOU THE "CROWD" THAT REPRESENTS A NINE HUNDRED MILLION DOLLAR BUYING POWER
Yes, KCKN and only KCKN specifically and exclusively programs for Kansas City's nine hundred million dollar market. KCKN leaves the surrounding thinly spread farm and small town market areas to others, and concentrates on the rich, fertile market of Greater Kansas City.
Thus, without the rate penalty of outstate coverage, you may tell and sell Kansas City's "in the money" listeners through KCKN.
KCKN Kansas City
The Voice of Greater Kansas City
BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY... WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

XUM

BUY MORE VICTORY BONDS

ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

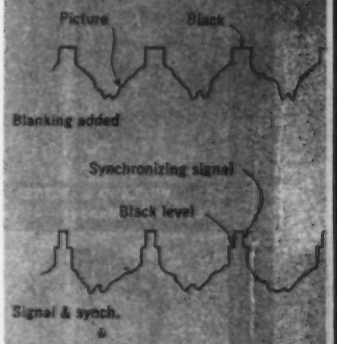
This is the seventh in a series of advertisements showing that RCA engineers developed the basic essentials of the electronic television system—*including tubes and circuits.*

RCA built the first all-electronic television transmitters and receivers—the first commercial television station — established the first television relay system—presented the first electronic theatre television—was the first to televise a baseball game and a Broadway play; and was first to televise from an airplane.

RCA is, and will continue to be, the leader in practical, successful commercial television. You may expect the best of all kinds of television transmitting and receiving equipment from RCA.

7. THE REMOTE PICK-UP EQUIPMENT

THE signal generated by the field-camera pick-up tube must be greatly amplified (and synchronizing and blocking must be added) before it can be sent on to the studio or main transmitter. Thus, considerable equipment, other than the field camera itself, is required at the point of pick-up. RCA built the first complete equipment for field pick-ups, and the first such equipment (shown here) using the Orthicon camera. In this equipment, the signal, pre-amplified in the camera, is amplified further to monitoring level and fed into the line or relay transmitter for transmission to the main studio. Synchronizing pulses are added to lock together the scanning beams in the camera and receiver tubes. The equipment that accomplishes these functions is completely contained in several suitcase-size units. This is the equipment that NBC has used so successfully in broadcasting from Madison Square Garden, the Yankee Stadium, and other points in New York City.



The Fountainhead of Modern Tube Development is RCA

RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

CALLAHAN TO JOIN LOS ANGELES FIRM

LEONARD D. CALLAHAN, Chief, West Coast office, Radio Branch, War Dept., Bureau of Public Relations, has resigned to become director of public relations for Gilfillan Bros., Los Angeles, manufacturers of radio sets and radar aviation landing control. Replacing him in the army post is Maj. Robert Pollock, radio chief, United Forces, European Theater. Before entering service, Maj. Pollock was with WSB Atlanta.

Mr. Callahan was general manager of SESAC before entering Government service, and will continue to act as consultant to Maj. Pollock for several months. Prior to affiliation with SESAC he was with the NAB.

FOLLOWING UP trial use of filmized television trailers, Klaus Landsberg, television director of W6XYZ Hollywood, owned and operated by Television Productions Inc., subsidiary of Paramount Pictures Inc., has announced extended production of such trailers for company films. Televised exploitation was first used during showing of "Miracle of Morgan's Creek".

WBCA Commences Drive Promoting FM Listening

WBCA Schenectady, independent commercial FM station, has begun an advertising campaign to make the people of Schenectady FM conscious.

In the *Schenectady Gazette* WBCA on Aug. 28 ran a three-quarter page display ad with this admonition: "If you buy a new radio without FM, you'll obviously have an obsolete radio." Quotations from manufacturers, BROADCASTING, network officials and others, predicting that FM eventually will replace AM, are reprinted in the ad.

Said Leonard L. Asch, president of Capitol Broadcasting Co., licensee of WBCA: "This ad is the start of our campaign to the consumer in order to offset the anticipated campaigns in the near future by some manufacturers to obtain a so-called 'head start' with the sale of AM sets without FM." WBCA, a Mutual affiliate, is on the air 16 hours daily, operating on 44.7 mc.

CBS PROMOTION CAMPAIGN READY

WITH distribution of the campaign material to its affiliates virtually completed, CBS last week announced that its 1945-46 fall-winter program promotion campaign would concentrate on broadcast material, backed up by newspaper ads, car cards, posters and publicity.

Retaining last year's theme, "Biggest Show in Town," the drive has involved the production and distribution to 148 U. S. and two Canadian stations of thousands of special recordings by network stars, local announcements and guest-critic recordings, and matrices and proofs of newspaper ads.

Highlight of the drive is the special division of guest-star recordings, which will present CBS stars as "guest-critics" of network programs, each performer using his own individual style to talk about other CBS artists.

KARL O. WYLER
Vice-President & General Manager—16 years
WILLARD L. KLINE
Commercial Manager—11 years
ROY T. CHAPMAN
Promotion Director—10 years
CONREY BRYSON
Special Service Director—9 years
V. C. HICKS
Program Director—8 years
KTSM
El Paso's Station
is now 16 years old
A radio station 16 years old is no "sweet young thing"—but a veteran, with lots of experience for which there is no substitute. These men, who've built KTSM, know their radio. They know this territory, its people and what they like. They are community and radio leaders. Their station really SERVES the El Paso Southwest. And El Pasoans express their appreciation and loyalty by their overwhelming preference for KTSM, as Hooper after Hooper has proven.
George P. Hollingbery Co.
National Representatives

End of War Frees Electronics Items

Most of Surplus Not Suitable For Broadcast Station Use

ENORMOUS quantities of surplus electronics material are starting to flow into Reconstruction Finance Corp. channels since end of the Japanese War. Scarcely any of this material is likely to interest broadcasters, however, judging by a look at the items that are becoming available.

With contract cancellations, three classes of material are appearing: 1, Substantially completed items, which RFC accepts and routes to its sales agents (private manufacturers in most cases); 2, subassemblies, or work in process, which in general RFC is not accepting; 3, loose components, which RFC accepts.

Shipping instructions to move surplus from factory to agent were issued last week for millions of dollars worth of material. Talk of billions in surplus electronic items is discounted by RFC, though high figures may be reached in 1946.

Much of It Junk

Much of the present electronic stuff is junk and will move at junk prices, it is indicated. Commercial articles command good prices, and this includes components by the millions. In fact, the market is glutted with some components. Set manufacturers are interested in components.

RFC sees its largest market in items desired by communications firms and amateurs. With releasing of amateur bans a big demand is anticipated.

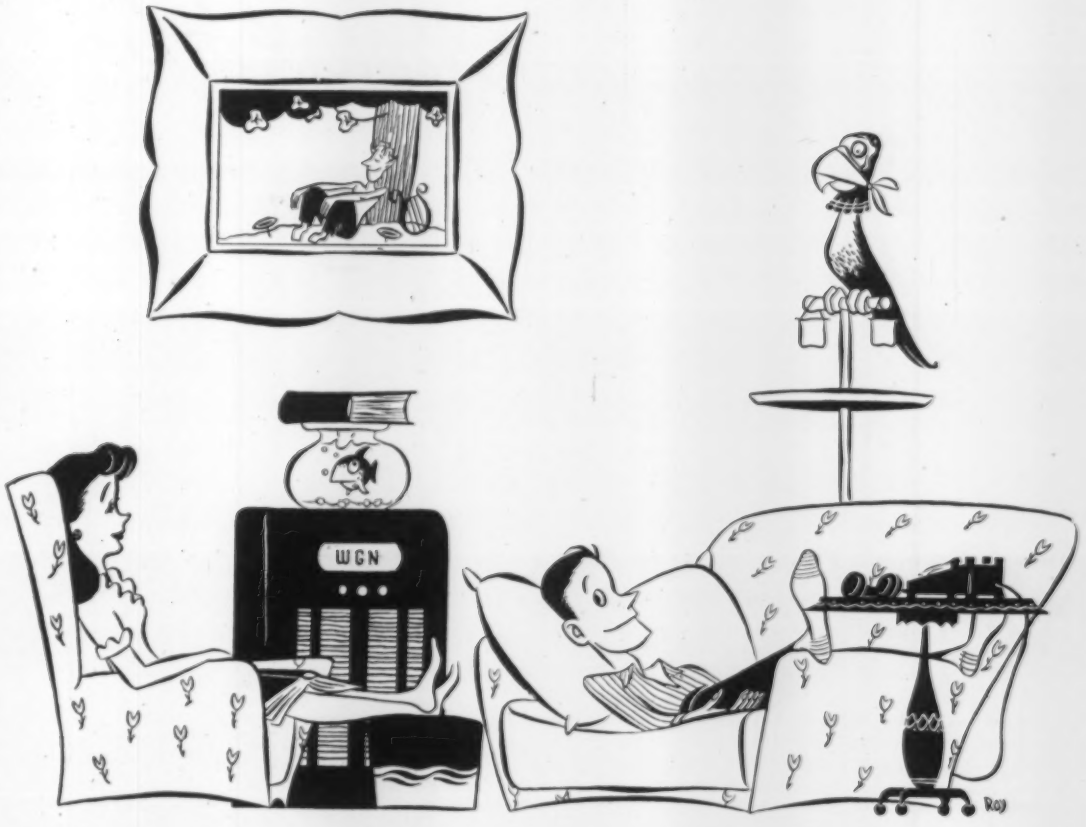
Navy is moving with extreme caution in declaring material surplus, and nothing much is expected for many months. Army is quick, however, and its surplus is reaching RFC.

Brisk demand is noted for walkie talkies. Several hundred were sold a few days ago. Some 2,000 more are coming soon. Several thousand receiving sets suitable for export will be on the market shortly.

Lifting of security restrictions on secret material will release communications items, especially radar, but demand is uncertain.

Oscar Hammarlund

OSCAR HAMMERLUND, 83, chairman of the board of Hammarlund Mfg. Co., maker of radio and communications equipment, died Aug. 25 at his home in Brooklyn. Company manufactured ordnance equipment for the army in the first World War and afterwards developed the super-pro, an 18-tube radio sold commercially to news gathering organizations, which was manufactured in quantity for army and navy use in this war. Company also made radar and electronic equipment for the services. Mr. Hammarlund's son, Lloyd A. Hammarlund, president of the firm, survives.



QUIET, PLEASE:

. . . . . it's Tuesday at 8:30 p.m. . . . . and the Chicago Philharmonic Hour is a "must" to Middle West listeners. No radio audience is more loyal than the discerning symphony enthusiasts who regularly listen to the mid-weekly Philharmonic on WGN. A full hour of musical literature of the classics, ably directed, properly presented, skillfully played. Another blue chip in fine radio programming . . . . . broadcast exclusively by WGN, the leader in local and national spot business among Chicago's major stations.

A Clear Channel Station

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
720 Kilocycles

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Calif.

How America's Youngest Network Is Developing

Several weeks ago we ran an ad about television. The most important consideration in television today (we said) is *advertising economics*. Radio (we pointed out) succeeded because it's practical; because advertisers, agencies, and networks learned to team up entertainment and selling, and to do it on an economical budget.

We recognized the place of new techniques. But we indicated that in our opinion the *shortest cut* to practical commercial television consists of taking a proved radio program, converting it to television, and building the kind of commercial that only television can provide.

Like to know how this works in actual practice? Let us tell you what happened to Chef Boiardi and his Spaghetti Dinner.

How to Launch a Television Program

Chef Boy-Ar-Dee Quality Foods, an ABC radio client, wanted to try out television; so they and the McJunkin agency came to us. We had a television program that we all agreed would be a natural for them: *Ladies, Be Seated*, a lively, audience-participation, afternoon radio show, which had been adapted into a successful video program. It was inexpensive to produce; and it had received the highest rating ever obtained by a television show on G-E's Schenectady station. So we started with that.

How to Create a Commercial

In working together on the commercials, we agreed right at the start that our most important task was to make them not only *sound* convincing, but *look* convincing. We were *not* going to have a man stand in front of the camera, hold up a package of Spaghetti Dinner and make a speech about how good it tastes! *Why do that when you have the Master Chef himself, the final expert, the originator of his Spaghetti Dinner, right there?*

So up comes Chef Hector Boiardi for the middle commercial. Better than any actor could do it, he prepares his "Ready-in-12-minutes" Spaghetti Dinner right in front of the camera, all the while discussing the product with food-expert Beulah Karney. Exactly 12 minutes later comes the closing commercial, and up steps the Chef to show his audience how to drain the spaghetti (which had been steaming away in the B. G.* all this time), how to slide it onto the platter, how to add the heated sauce and specially grated cheese.

Then the pay-off. The meal is served to people in the studio. Video watchers home in their living rooms see the audience eat, see their expressions, hear their unrehearsed comments.

Out of the mass chop-licking come good customers, for who can resist? Variety and Billboard opine that the commercial stole the show; that it was the *best* commercial to date on television—and the audience agreed:

*Video talk: means background.

> **"The Chef Boy-Ar-Dee sponsorship has been the most successful form of advertising I've ever seen," says one letter. "We've started eating the Spaghetti Dinner, and my small daughters insist on doing the work. From watching the show, they can prepare the meal."**

And here's what Boy-Ar-Dee's v. p. in charge of sales had to say:

> **"Frankly, we went into television with our fingers crossed . . . we came away feeling we had witnessed a miracle."**

* * *

Boy-Ar-Dee's television story is only one of many we have to tell these days. The others are, in outline, much the same: established radio entertainment adapted to television and commercialized for television by using the combined efforts and experience of network, client and agency. That is how we at ABC are developing commercial television. We're off to a good start.

ABC · AMERICAN BROADCASTING CO.

New Leadership In Radio

XUM

COMMERCIAL TELEVISION

Seeing is believing, especially when it's the originator of the product himself who is demonstrating it! Here Chef Hector Boiardi shows television audience how to fix his Chef Boy-Ar-Dee Spaghetti Dinner on *Ladies, Be Seated.* Gordon Best, president of the McJunkin Advertising Co., said about the program: "*Our client and we are very well pleased . . . the broadcasts were skillfully handled . . . the publicity enjoyed by our client has been very substantial.*"

* * *

Want us to send you a free copy of Boy-Ar-Dee's special 16-page booklet describing the programs? Write or call, ABC Television Dept., 22 West 42nd Street. WI 7-1737.

More people listen to Don McNeill on ABC's *Breakfast Club* than to any other program in daytime radio except one (that one on ABC). On his recent tour, it was SRO everywhere —*even in New York.* When *The Breakfast Club* was televised, we built the commercial around Don himself, the man millions of housewives want to see. They watched him eating PREM, enjoying it, talking about it with Jack Owen and Aunt Fanny. Says Norman Rosen of J. Walter Thompson, "*The program was the result of fine teamwork between us, the client and your company.*"

The Quiz Kids has long been a top-rating Sunday night show. It clicked in television, too. Faced with the problem of creating an interesting, convincing commercial about vitamins (One-a-Day), we decided that it would be helpful to demonstrate how a mother can get sound advice on raising her child. So a mother, worried about her offspring's progress in school, sought competent advice from the school nurse. Mothers saw and heard the conversation, listened to the advice, and Jeff Wade of the Wade agency says, "*It convinced us beyond doubt of the great possibilities in this new medium.*"

XUM

"I hear the best radio shows every morning—all my customers tune in to WJW"

• Conscientiously built programs based on the preferences of people in this area have made WJW a best seller! Mornings and afternoons throughout the week more people listen to WJW than any other regional station.

Based on actual audience figures, Monday thru Friday, Monday thru Saturday, and Monday thru Sunday, WJW delivers more daytime dialers in Cleveland per dollar, 23 to 37% more than any other station.

BASIC ABC Network
CLEVELAND, O.
WJW
850 KC
5000 Watts
DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

BMB Terms to Define Station Coverage Regarded Misleading

Katz Executive Suggests Using Percentages To Designate Audience Levels

By DANIEL H. DENENHOLZ
The Katz Agency Inc., New York

THE RADIO industry has taken an important step forward with the creation of BMB. Practically everyone is in favor of the basic purpose of BMB: the establishment of a uniform coverage formula for all stations.

But the announced BMB formula has encountered some opposition in its definition of *Primary*, *Secondary*, and *Tertiary*. These terms have had shifting definitions. They do not mean the same to everybody. Wouldn't this be a good time to throw these "slippery" terms out the window?

What is Primary?

After all, what is *Primary*? CBS, in its 7th Listening Area Study, says,

"Counties in which at least two-thirds (67% or more) of the radio families listen a minimum of 1 or 2 days a week to this station—provided at least one-half of these families listen 3 to 7 days a week." BMB uses 50% as the minimum number of regular listeners within a county to qualify it as *Primary*. CBS says 67%, BMB says 50%. Why not 60%, or 56%, or 42%? Who knows what it should be?

In trying to develop a coverage formula, somebody probably said, "Let's designate as *Primary*, any county in which a good portion of the radio families listen regularly." Somebody else, most likely, answered, "O.K., where will we draw the line?"

CBS decided that "two-thirds" would be a good workable figure. BMB apparently thought that this was too high and decided on "one-half". At best, these are only arbitrary decisions based on subjective guesses of what would be a good and fair figure.

The definition of *Primary*, is, perhaps, responsible for most of the criticism to the BMB formula.

Why Minimize It?

Up to now, *Primary* has constituted the principal consideration in buying and selling radio time, particularly in the spot field. But *Secondary* coverage, as defined by BMB (and CBS) represents appreciable listening. Why minimize it by calling it *Secondary*? (Under other coverage formulas, these *Secondary* areas often qualify as *Primary*.)

If we have to have names, why not use terms such as: *Intense*, *Excellent*, *Regular*, *Good*, or variations? But why use any names at all? Why not get around the difficulties, which are principally due to terminology and definition, by forgetting about the terminology? What is wrong with just designating coverage levels by percentages. e.g.: 20% level, 40% level, 80% level, etc.?

This would go a long way in solving the problem of the metropolitan independents. Suppose the BMB field survey shows that station WAAA, a non-network station in Manhattan, has 10% regular listeners in Manhattan. Why damn it by calling it *Tertiary* coverage, as it would be under the BMB formula? Just say that in Manhattan 10% of the radio families are regular listeners to WAAA, and let it go at that.

For mapping purposes, counties can be shaded according to percentage levels. 10% intervals suggest themselves, although this may be breaking it down too fine. Starting with a minimum of 10% and going up by 20% intervals might be a good compromise, and the areas would be called just that: 10% level, 30% level, 50% level, 70% level, etc. The advertiser could then decide for himself what level is best for his purposes.

A LESSON in semantics is preached. The almost universally accepted BMB has reached its first stumbling block merely because of disagreement on the definitions of Primary, Secondary and Tertiary areas. Why not cast aside these terms which are interpreted in various ways, it is suggested, and use a more definite percentage system.

Bendix Lineup

NATIONWIDE organization of 62 independent distributors to market home radio sets of Bendix Aviation Corp., Detroit, has just been completed. Among distributors are Delia Electric Co., Bridgeport, Conn.; R. F. Trant Inc., Norfolk, Va.; Biehl's Inc., Pottsville, Pa.; The Sampson Co., Chicago; Stratton-Warren Hardware Co., Memphis, Tenn.; and Graybar Electric Co., which is handling distribution in several territories. ". . . More than $25,000,000 is represented by these distributors in 62 of the nation's major trading areas", stated Leonard C. Truesdell, general sales manager of Bendix for radio and television.

Bond Producer

FORD BOND, veteran announcer, has turned producer, with the new morning series for Mennen Co. his initial production venture. Program, with Bond as m.c. and featuring a different comedian daily, is a five-minute transcription placed on about 100 stations five days weekly by Duane Jones Co.

...with Stuart Wayne

KYW's "Morning Salute" starts 'em off on the right foot each week-day morning, in the Philadelphia area. War-workers and other early risers, in the city and thirty surrounding counties, enjoy this radio pick-up every morning from 6 to 7, Monday through Saturday.

Stuart Wayne, veteran announcer, emcees this melange of music in the lighter vein, market reports, weather forecasts, news headlines, time signals, tips to amateur gardeners, and interviews with the studio cat. He welds these diverse elements into an entertaining and instructive hour with his brisk, sunny, informal patter.*

Wayne sees to it that the program is heavily personalized with wedding-anniversary and birthday announcements, and the playing of request musical numbers. There is something in this daily curtain-raiser to broaden the smile of each of his followers.. and their number is legion.

*A quality also imparted to his "commercials," with telling effect. Everything is grist which comes to his mill.. drug and food products particularly. Consult NBC Spot Sales about "Morning Salute."

KYW

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

ON THE SERVICE FRONT

HERMANN RETURNS TO OFFICES IN LA.

MAJ. CARTER HERMANN, chief of shortwave operations section of Armed Forces Radio Service, has returned to Los Angeles headquarters following five months' inspection tour in the Pacific. He made arrangements for network newscasters in the area to act as AFRS reporters. Special shortwave reports to AFRS San Francisco, will be consolidated and rebroadcast to all areas.

* * *

Carstensen Assigned

LT. VERN CARSTENSEN, following 31 months in Africa and Italy where he organized and operated the Fifth Army Mobile AFRS station, has been assigned to AFRS Los Angeles broadcast service section. A former announcer of KROS Clinton, Ia., Lt. Carstensen initiated idea of a mobile broadcasting station after Fifth Army moved into Sicily and started up through Italy. Listeners among men of General Clark's command responded with 2500 request letters a week.

CHECKING scripts for Army Air Forces programs are T/Sgt. Hal Gibney (l), former NBC Hollywood announcer, and S/Sgt. Cliff Howell, former CBS Hollywood producer. Team is attached to 38th AAF base unit, Los Angeles, and assigned to *Hello Mom, Roosty of AAF, Wings Over the Nation.*

* * *

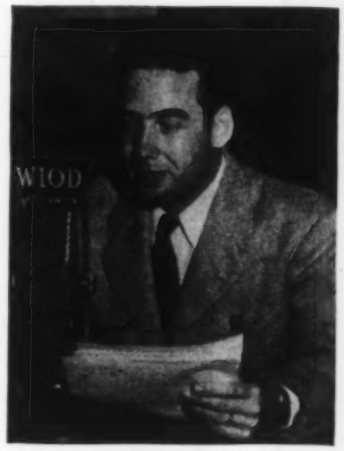
Josephy Description

PRINTED text of Marine Corps Combat Correspondent T/Sgt. Alvin Josephy's recorded description of the amphibious landings on Guam will be included in his latest book, to be published by Knopf in December. Taking 90 minutes of broadcast time, the recordings are classic documentary records of Marine operations. They were heard in part on the networks after being flown back to the States. Projected title of the book is "The Long and the Short and the Tall". Book just completed by Sgt. Josephy, written with four other Marines, is "Iwo Jima". Sgt. Josephy was formerly assistant director of news and special events of WOR New York.

* * *

Industry Thanked

THANKS to the industry for its part in commemorating the 155th anniversary of the founding of the U. S. Coast Guard was extended by Commodore Ellis Reed-Hill, USCG, chief of the Public Relations Division, in a letter to the NAB. He said that both independent stations and networks delivered messages and special programs which brought tributes to the service throughout the nation.



NEW "Flightline Reporter" for the Miami Air Technical Service Command is Ben Gunn, who reports on ATSC activities each morning on WIOD Miami. He is a former WIOD staff announcer.

* * *

AFN Paper

A FOUR-PAGE single issue newspaper, "This is the American Forces Network," has been published by that group in Paris. The sheet describes AFN's setup, accomplishments and intentions.

* * *

Radio, Press Cited

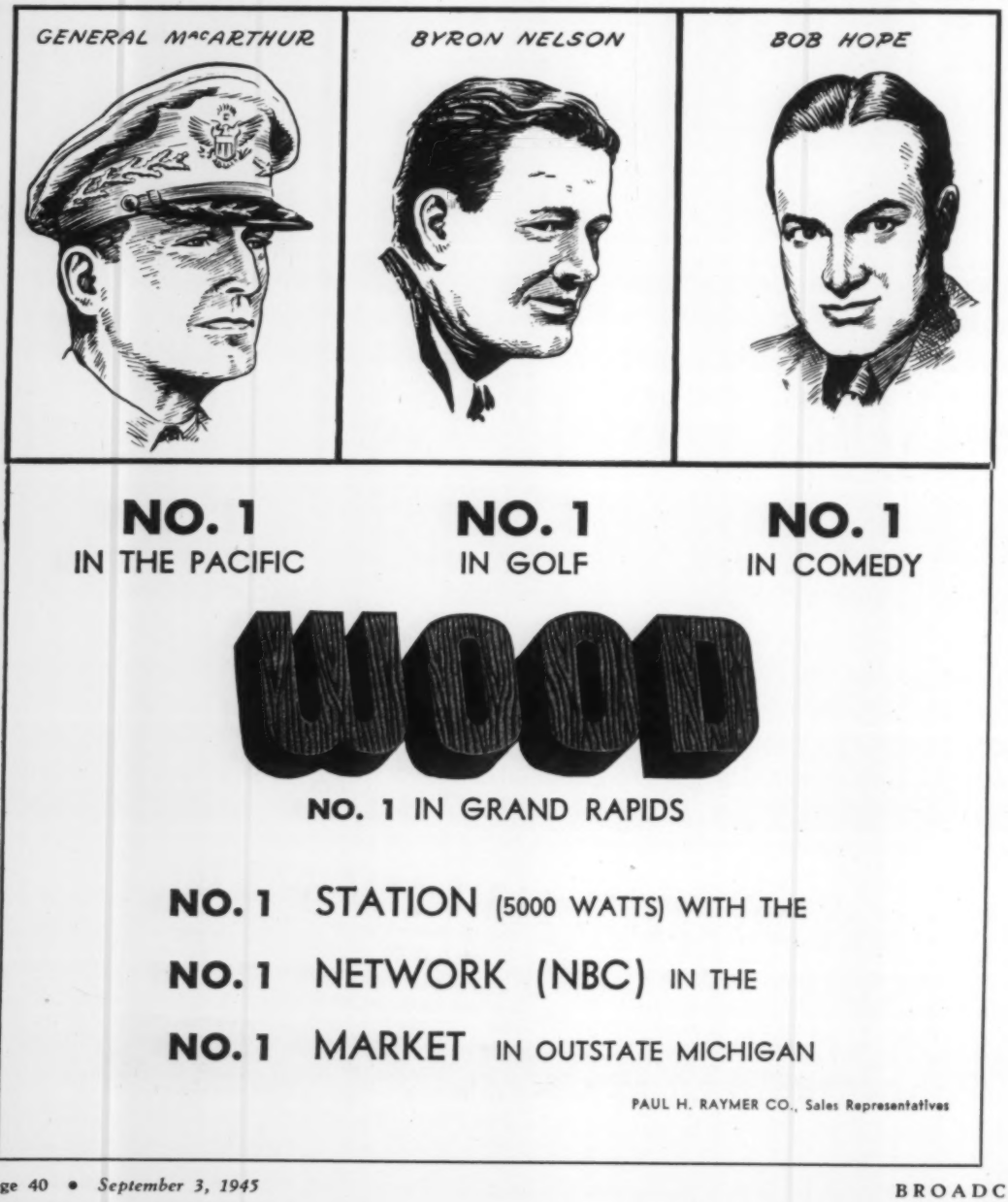
PLAQUES "in appreciation of the valuable service rendered in promoting the war effort by informing Florida citizens concerning the scope and achievements of Naval Aviation" were presented at a radio-press dinner to all Jacksonville, Fla. stations and newspapers by Rear Adm. Ralph E. Davison, chief, Naval Operational Training. Stations receiving plaques include WPDQ WMBR WJAX WJHP. Newspapers are *Jacksonville Times Union* and *Jacksonville Journal.*

Healthaids Spots

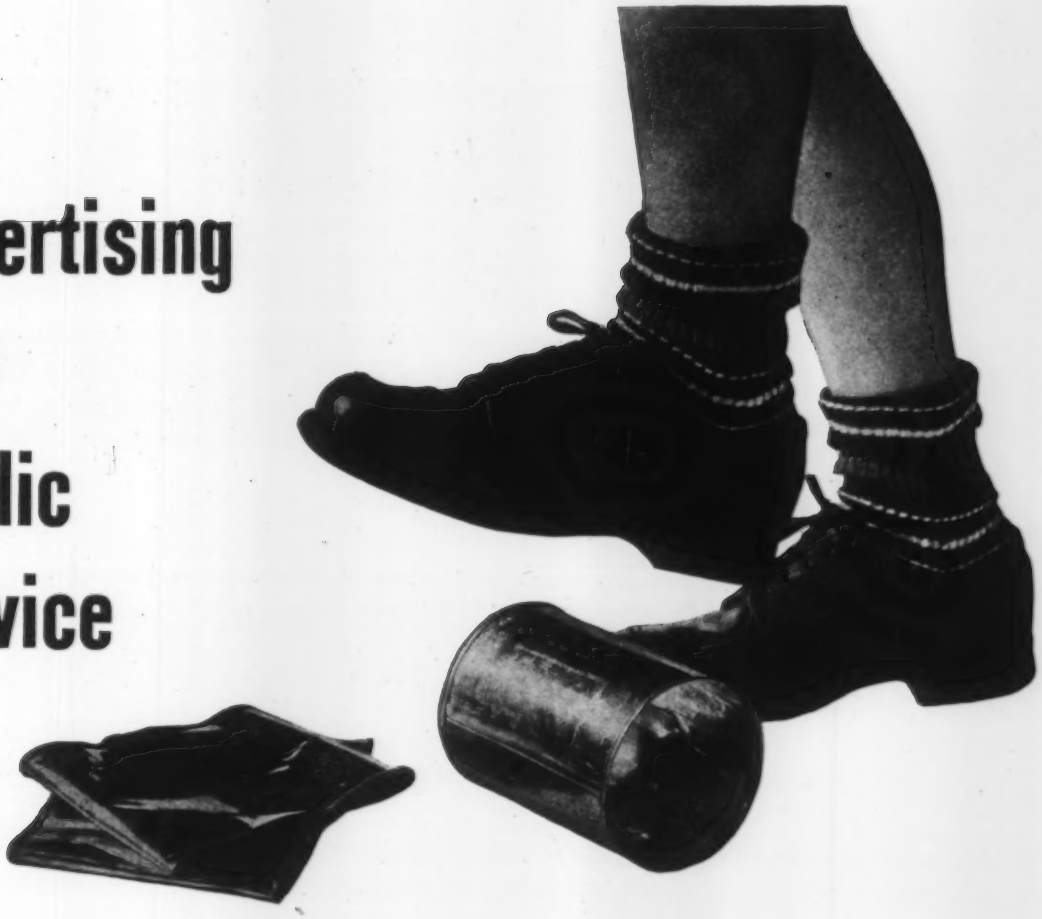
NATIONAL Healthaids Inc., New York (Sul-Ray Collodial Sulphur Products, Mineral Baths), starts a spot announcement campaign Sept. 10 for 26 weeks through Hal A. Salzman Assoc., New York, on foreign language stations in the following cities: New York, Chicago, Detroit, Philadelphia, Pittsburgh and Baltimore.

PW Moving

PRESS WIRELESS is shifting its Los Angeles radio communications terminal to San Francisco and will be headquartered in the San Francisco News Bldg. Complete transfer will take about 12 months, but operations will not be interrupted, it was said.



Advertising and Public Service



THE Carnival Junior Legion, a children's program presented at noon on Sunday and sponsored by the Bernard Kofsky store in Hartford, will in a few weeks celebrate its fifth year of continuous presentation over WTIC. The Legion (which takes its name from the Carnival Shoe which Kofsky features) has a membership of youngsters ranging from pre-kindergarten to high school age. In patriotic drives such as the sale of War Stamps and Bonds, collections of tin and paper salvage, and for the Mile O' Dimes Campaigns these Legion members responded by the thousands.

Kofsky has been a continuous WTIC advertiser since May 9, 1937, spending 90% of his advertising appropriation with us.

He is probably the most widely known children's shoe dealer in Connecticut, and youngsters come to Kofsky's from all over Southern New England.

You, likewise, can reach this huge segment of the juvenile market through WTIC.

WTIC

50,000 WATTS

DIRECT ROUTE TO SALES IN

Southern New England

The Travelers Broadcasting Service Corporation

Affiliated with NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

TV SHOW STARTED BY CHICAGO SCHOOLS

TELEVISION will become part of the Chicago public schools educational program, starting September 17, with a full hour weekly broadcast originating in Balaban & Katz' video station WBKB, George Jennings, director of the Radio Council for the Chicago Board of Education, announced.

Two entirely new large size television receiving sets, with screens 18 x 22, developed by the Rauland Corp., Chicago, will be used for the first time as part of the experiment. Original experimental program will be produced by Jerry Walker, of the WBKB staff, with scripts by Mr. Jennings and Radio Council writers.

The series is scheduled to run for 13 weeks under the sponsorship of the American Gear pro basketball team.

Cherchez Le Car

SHEEPISHLY admitting to some sort of a "first" in radio, WRUF Gainesville, Fla., submitted its claim last week. The station had been airing appeals for local police to be on the lookout for a stolen car throughout all one recent Sunday afternoon. After four hours of broadcasting and searching, WRUF blushed deeply—then called the police. The stolen car was parked in front of the station, where it had been since midnight the day before.

HARRY WISMER, sports director of American, will broadcast the Michigan-Great Lakes Naval Training Station game from Ann Arbor, Sept. 15 to inaugurate the network's 1945 football season.

CBS Listening Post

COMPLETE files of the CBS shortwave listening station since its inception in August 1939—totaling 96,000 pages or some 24 million words—were presented by the network to the Library of Congress last week. The Library will transfer the typewritten records to microfilm, reducing the mass which now fills 40 file cases to 8,000 feet of 35 mm. film, about the length of a single long feature picture. Copies of the film will be available to other libraries throughout the country at cost through the regular service of the Library of Congress.

KENNARD MACLISE, veteran rare book dealer, has been engaged to assemble the literary works and documents to be sold on "Dave Elman's Auction Gallery of the Air", Monday night Mutual program beginning Sept. 17 which will be sponsored by Rensie Watch Co., New York.

Rating Roundup

Rise of 75% Seen In V-J Listening

LISTENING in New York early in August was below July listening but above listening in August 1944, according to The Pulse Inc., whose August report shows average quarter-hour sets-in-use for the week studied to be 19.8, compared with 20.9 in July and 17.4 for August a year ago. Figures do not include the Aug. 13-17 listening on the Japanese surrender, for which trial studies indicate a probable rise of 75% above the average.

Gabriel Heatter had the highest quarter-hour rating, 15.3, according to The Pulse, followed by *Take It or Leave It*, 13.0; *Jergens Journal* (without Winchell), 12.7; *Mr. District Attorney*, 11.7; *Your Hit Parade*, 11.7; *Vox Pop*, 10.3; *Big Town*, 10.0; *Dr. Christian*, 10.0; *Can You Top This*, 10.0; *Suspense*, 9.3.

Daytime leader was *Kate Smith Speaks*, 6.3; followed by *Bachelor's Children*, 5.9; *Helen Trent*, 5.7; *Our Gal Sunday*, 5.7; *Life Can Be Beautiful*, 5.7; *Big Sister*, 5.6; *Breakfast in Hollywood*, 5.6; *Light of the World*, 5.4; *Aunt Jenny's Stories*, 5.4; *Breakfast Club*, 5.31.

Special study of home activities during the 7-8 a.m. hour showed 36.6% of families had some members still asleep at 7:45 a.m., although 7.6% reported housework under way by that time. Percentage of homes in which someone had already left for work rose from 1.6 at 7-7:15 a.m. to 6.5 at 7:45-8 a.m., The Pulse reports.

* * *

Philadelphia Choice

Favorite summer program with Philadelphians is *Your Hit Parade*, according to the July-August report of The Pulse Inc. on listening in that city. Program's highest quarter-hour rating was 15.0. Second was *Big Town*, 14.3; third *Dr. Christian*, 12.8. Rest of the top ten were: *Aldrich Family*, 12.5; *Jergens Journal* (August without Winchell), 12.3; *Jack Haley Show*, 12.0; *Vox Pop*, 12.0; *Mr. District Attorney*, 11.5; *Saturday Night Serenade*, 11.5; *Crime Doctor*, 11.0.

Daytime favorites of Philadelphia listeners were: *Kate Smith Speaks*, 9.6; *Our Gal Sunday*, 8.9; *Life Can Be Beautiful*, 8.9; *Big Sister*, 8.9; *Breakfast Club*, 8.9; *Helen Trent*, 8.8; *Ma Perkins*, 8.3; *Aunt Jenny's Stories*, 7.3; News—McDonald, 7.0; *Young Dr. Malone*, 7.0.

Study of home activities between 7 and 8 a.m. showed results much like New York (see above), but at 7:45 in Philadelphia there was a larger percentage of families with someone still asleep, 40.8%, and also more homes in which housework had begun, 14.8%. Number of homes in which someone had left for work rose from 4.6% at 7 a.m. to 9.2% at 7:45 a.m.

KFH · Wichita

BOTH WAR AND PEACE HEADLINES INSURE THAT 'SOLID SECTION OF KFH'

officials said the movement was being stepped up daily.

(Continued on Page 4 Column 1)

Midwest Meat Packers Get Rate Slash to West Coast

Reduction of About 35 Per Cent on Fresh Products Will Put Region Back Into Competition with Pacific Slaughterers; Kansas Concerns Are Affected

WASHINGTON, June 14.—(AP)—Midwest meat packers won their plea today for a reduction in freight rates on shipments of fresh meats and packinghouse products to the Pacific coast.

The interstate commerce commission ordered a reduction of about 35 per cent in rates on carload shipments of fresh meats (minimum 21,000 pounds)

Mexico, Utah, Idaho, Nevada, California, Oregon, Washington.

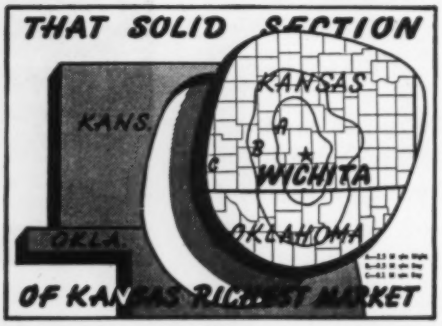
Midwest packers for a reduction in Pacific coast packers purchase Midwestern it and sell at rates unreasonable which Midwestern to charge

Page 9 FRIDAY EVENING, JUNE 22, 1945

31,071 PLANES MANUFACTURED IN THIS STATE

More than 66,000 military aircraft, representing more than three dozen different types, produced by Midwestern, Harbor, Pearl Harbor, Bri...

THAT SOLID SECTION



OF KANSAS RICHEST MARKET

KFH
WICHITA
CBS • 5000 WATTS

ASK ANY PETRY OFFICE

In the Important **TIP O' TEXAS... its**

KGBS

Serving the Entire

RIO GRANDE VALLEY

FROM BROWNSVILLE TO MISSION

Located right in the heart of Texas' fabulously rich Lower Rio Grande Valley, with a total farm cash income of over 120 million dollars a year, KGBS is the only CBS Affiliate reaching its prosperous population of 216,503 in 27,570 radio homes . . . all within an area 80 miles long by 40 miles wide.

To cover it, KGBS is housed in a building especially designed and constructed for radio broadcasting, furnished with most modern equipment, utilizing the best in acoustical design, and maintaining highest operating standards in production and presentation of all programs.

Hard-to-reach from the outside; easy-to-reach from the inside, KGBS serves a slice of America that is a rural market, a concentrated market and one, we believe you'll agree with us, is well worth cultivating.

- "BIG STATION" EQUIPMENT
- "BIG STATION" OPERATIONS
- "BIG STATION" AUDIENCE

McHenry Tichenor, President
Troy R. McDaniel, Gen. Mgr.
KGBS
Harlingen, Texas

The Walker Company, National Representative

A FIFTY THOUSAND DOLLAR STATION SERVING ONE-QUARTER OF A MILLION PEOPLE WHO ARE CONCENTRATED IN AN AREA 40 MILES WIDE AND 80 MILES LONG . . . GIVING COMPLETE PRIMARY COVERAGE OF THE CITY OF BROWNSVILLE; REACHING ALL THE LOWER VALLEY WITH ONE SIGNAL.

The ONE *and* ONLY

CBS *Affiliate*

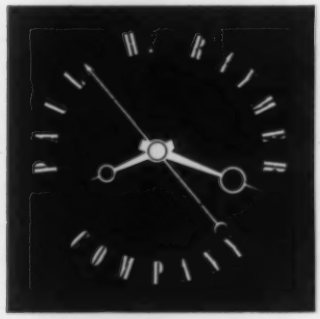
WITHIN LISTENING DISTANCE OF THE LOWER RIO GRANDE VALLEY

XUM

It Gives The Right Angle

This is a nice little precision instrument called a protractor. It is valuable in making dies and tools. But it is valuable only when the hands that hold it have been skilled and trained.

In this representative business there are instruments that can be used only by the skillful. We have found certain ways and means of getting more business—of rendering greater service to the stations we represent.



PAUL H. RAYMER COMPANY • RADIO ADVERTISING

NEW YORK • DETROIT • CHICAGO • LOS ANGELES • SAN FRANCISCO

XUM

Haley's Radio Comet

GREAT BRITAIN has an enormous empire. From its earliest days it has maintained that empire, along with vast dominions, by dominance in world shipping and communications. "Brittania Rules the Waves" has been the empire's anthem. "Brittania Rules the Air Waves" is what she now strives to achieve.

The war brought into play international (overseas) radio on a basis never before even dreamed about. Britain was quick to get in the forefront, through its state-owned British Broadcasting Corp. BBC officials blandly contend they are not government-owned, but state-owned; that the government wields no influence over it.

A couple of weeks in England and on the Continent, talking with British, French and other radio officials, suffices to get the feel of things and the "pitch". BBC is proselyting throughout Europe against commercial radio by the American Plan. It has all but sold the present French administration. It evidently regards its sphere of influence as the Continent, excluding possibly Russia.

English radio is dull, despite efforts to build a "light" program for home consumption. Schedules are worked out literally weeks in advance. Most programs are recorded in advance. It's practically impossible to get BBC to alter a prearranged schedule, V-J Day—the end of the worst war in history—was heralded in a seven-minute broadcast at midnight, when Prime Minister Attlee went on the air, followed by the Allied national anthems. That's all the home service got.

BBC can do it that way because there's no competition. People listen domestically to BBC or nothing. Until last July 29 they had American Army stations to tune in and they did to the tune of about 5,000,000 listeners. Since cessation of that service, the new "light" program has been substituted, but its very lightness is attested by complaints galore from private citizens who want to know what happened to the Army radio, featuring American stars, music and talent.

French radio officials readily admitted that W. J. Haley, BBC director general, inveighed against commercial radio in France. More than that—he wouldn't permit an interchange of programs or cooperation with the French radio unless it followed the BBC pattern. So that's the way it will be, we guess.

Similarly, Mr. Haley wants to suppress commercial operation of Radio Luxembourg and has asked French cooperation. It was this station before the war that stole practically all of the British audience on Sundays with transcriptions of American programs, sponsored, and did pretty well weekdays. The station was the principal source of income to the Duchy of Luxembourg, which leased it to private interests. It is now being run by our Army with 150,000 watts. There are plans for a battery of commercial stations in Ireland, and Radio Normandie may return, too.

Mr. Haley, while courteous as could be, wouldn't answer all the questions tossed at him by the American Broadcasting Mission touring Europe. He says the people want the BBC. Reports we pick up at first hand are to the contrary, though we wouldn't venture to say the whole public is down on BBC.

It isn't our business what the British people do about their radio. Before the war they didn't know any other. Since the war they have been exposed to American Forces Network and to other American radio services. They seem to like it.

So BBC seems to have taken the stump, perhaps ever so quietly, against American radio because it is the foremost radio in the world and because it is commercial and competitive.

This world of ours has shrunk to almost minute proportions when measured in terms of communications and transportation. Anywhere is just about overnight by plane from anywhere else. Radio is there at the speed of light.

American radio is the best in the world. But does the world know it? BBC has been telling its story, hammering away on the shortwaves and by domestic relay, even in our own nation. American radio, by doing an affirmative job, easily can sell the world Radio by the American Plan. Shortwaves will be the keystone. It's really the big problem of radio, though it has remained in the background during the furore over FM and television.

This Is Tomorrow

DURING THE WAR YEARS, let us face it, advertising media have encountered little difficulty in keeping the books balanced. This journal has shouted as loudly as type permits about the contributions by broadcasters to speeding the war effort. Radio's on-the-cuff effort has been considerable; but radio's over-the-counter business has been notable, too.

Now, as they say in the advertising department, we're going to get down to the short strokes. There are going to be more radio stations. That means greater competition. There are going to be more magazines published, now that WPB has lifted the lid on all paper but newsprint. And when newsprint goes off the ration list, newspapers are going to flex their muscles.

The broadcasters who survive the accelerated competition of the future are those who, in the present, build to meet it. And there's one way to do that: improve programming. Some of our best production people are drifting back to stations now, after service in uniform. Their viewpoint is going to be fresh and vigorous. They should be given latitude to develop new ideas.

Listeners are going to get a break, too. Those lists of free plugs requested by the Government are growing shorter. There will result a more equitable, and more listenable, ratio of commercial to sustaining. Sponsors' messages will be more expertly presented overall, for there are many great continuity writers, also, who will return to their desks.

We in broadcasting, and in all media for that matter, have talked during these years of the improvements we would make "tomorrow"—tomorrow, when the war was over. This is tomorrow. This is the time for improvement.

Our Respects To -

RALPH LEIGH ATLASS

ONE OF THE "youngest" radio pioneers is Ralph Atlass, 42, owner of WIND Chicago and WLOL Minneapolis.

Ralph's interest in radio dates back to 1914 when, at 11, he owned a one kilowatt wireless station in Lincoln, Ill., his birthplace. He attended military school, Michigan U. and Northwestern U. while continuing to experiment with radio.

In 1922 he bought a 200 w transmitter from his older brother Leslie. Applying to the FCC for a license in Lincoln, Ill., he was given the call letters WBBM. Thus the Chicago station's birthplace was in Lincoln.

While attending Northwestern Ralph built a transmitter so he could talk back and forth with his brother at Lincoln. He kept the transmitter receiver in dresser drawers at the Chicago home of his parents, 7421 Sheridan Road.

After graduation Ralph joined his father and brother, now vice-president of CBS, Chicago, in a real estate firm, the Atlass Investment Co. For a year he bought and sold property—his only non-radio venture.

In 1923 the Lincoln transmitter was moved to Chicago on 1330 kilocycles in the basement of the Atlass home. Here Ralph would gather his student friends and broadcast shows to an audience which was composed mostly of radio "hams". He acted, announced, directed, wrote and produced the shows. It was during this time that the boys put a mike in front of a phonograph and played one of the first recorded tunes on the air—"Yes We Have No Bananas"—on the other side was a song titled "Barney Google".

About a year later, during one of these sessions, a man named Hunt (Ralph doesn't remember his first name) suggested they sell time to sponsors, resulting in the station becoming commercially sponsored by the Chicago Yellow Cab Co.; World Storage Battery Co.; and the Chicago Mercantile Co.

Now that the station was earning money, the Atlass boys moved its quarters to the Broadmoor Hotel and hired E. C. Paige (later a lieutenant colonel on Gen. Eisenhower's general staff), as commercial engineer. In 1931 the brothers sold WBBM to Columbia—the last major station to go network in Chicago.

That same year Ralph bought WJKS, now WIND, and WLAP, now WAVE Louisville. In 1933 he took over the operation of WJJD Chicago as manager and in 1935 sold WAVE. He bought WLOL Minneapolis in 1943 and

(*Continued on page 48*)

DON HILL AND WAVE BREAK SPORTS RECORDS!

EVERY year, every city in the American Association has a "Radio Appreciation Night"—when radio sports-fans are asked to attend the local ball game to show appreciation for their sport-casts.

WAVE's turn (and Don Hill's) came on August 2. The weather was threatening, and some rain actually fell. But here are the *new records* established that night!—

(1) The largest baseball crowd in Louisville's history—16,409, with 2,400 standees, and over 1,000 turned away! (Attendance at the three earlier games in the series averaged 3,500.)

(2) The largest crowd in American Association history, at any regular game (and there were no "inducements" except Don Hill's invitation)!

(3) For the *seventh consecutive year*, a larger "appreciation" crowd than was drawn by any of the *other* seven association cities! (WAVE's baseball has been sponsored for five consecutive years by the Oertel Brewing Co., Inc.)

Please note that Don Hill and WAVE set these records even though Louisville's opponents were the cellar-team of the Association, whereas Louisville stood in third place. In other words, it was not a "significant" event, except as Don *made* it so.

Next day, the Louisville Courier-Journal (owners of our biggest radio competitor) said "Actually, however, Louisville split, the Colonels losing and Don Hill winning; the amazing crowd which overflowed onto the field and formed a crescent around the outfield, being a fine tribute to him personally."

Ho, hum! — why doesn't somebody give us a *tough* job?!?

LOUISVILLE'S

WAVE

N. B. C.

5000 WATTS . 970 KC

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

●

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

●

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

Respects

(*Continued from page 46*)

a year later sold WJJD because of the monopoly ownership ruling.

Ralph instigated one of the first surveys in 1925 to discover the number of listeners to a baseball broadcast. Ralph had his people call radio stores in the city—at that time radio sets were tuned on in retail stores—and query retail owners on the same questions that are still in use in surveys such as "Is your set on" and "What station are you listening to?"

WIND was the first station east of Rochester to operate on a 24-hour schedule, another first for Ralph.

A widower, Ralph has two children, Ralph Lewis, 17 and Pauline, 6. The Atlass' live at the Edgewater Beach Hotel in Chicago. Ralph's chief interest, besides radio, is a 40-foot cruiser titled, appropriately enough, WIND.

"Club" on Tour

CAST of American Broadcasting Co.'s *Breakfast Club* left Chicago Sept. 1 for New York, where the show will originate that week. Breakfast Clubbers will stage a personal appearance in Trenton, N. J. Sept. 6 and earlier in the day will entertain employes of Philco Radio & Television Corp. (participating sponsor effective Sept. 3) at Philadelphia and Trenton.

Course on Radio Seen as Success

NAB Women's Group Test At Stephens Yields Results

STEPHENS Junior College for Women, Columbia, Mo., and the Assn. of Women Directors of NAB are conducting an experiment showing benefits of cooperation between a group of people professionally engaged in radio work and an educational institution. The first annual report of the project, recently issued, shows initial success.

Under the direction of Dorothy Lewis, NAB coordinator of listener activity, and a committee of successful women in radio from the AWD, a two or three-year training course for students interested in professional program direction was instigated at Stephens College in Sept., 1944. Twelve students were chosen to take the course, which was under the direction of Sherman P. Lawton of Stephens.

The report made by Mr. Lawton shows that of the 12 girls who took the course during the first year, nine have been placed in active radio work, two are continuing their study at other institutions, and one was forced to drop the course due to ill health.

The course is composed of radio technique, writing, home economics, and other related subjects, and a committee of the AWD is assisting in the program by personal counseling and instructing the students.

Howard H. Wilson Co.

Announces

the appointment of

Sil M. Aston

as

General Manager

effective immediately

HOWARD H. WILSON CO.

New York Chicago San Francisco

Hollywood Portland

BEFORE leaving for 16,000 mile tour of Latin America, Edward Tomlinson (l), new NBC commentator, is bid farewell by FCC Chairman Paul Porter and Frank Russell (r), NBC vice-president.

ASSOCIATED ISSUES BASIC STATION LIST

NAMES of 21 basic stations under the Associated Broadcasting Corp. banner were released this week by John E. Hopkinson, sales manager of the newly-founded network which begins operations Sept. 16.

Stations lined up so far include WMCA WOV WMEX WWDC WWSW WCKY WIND WJJD WBNY WTMV KMYR WMIN WJBK WLEE WITH KNAK KFOX KSAN KWBR KWJJ KRSC. Other stations are scheduled to come in with Associated either as basic or associated members, Mr. Hopkinson declared.

Associated, which recently opened offices at 360 N. Michigan Ave., Chicago, has not announced a program schedule, but will concentrate on news on the hour, band remotes, and transcribed features, with individual stations having an option on originating programs, either on a commercial or sustaining basis.

Participation programs will also be available, according to Mr. Hopkinson, who said Associated's 21 stations will cover 69% of population of 127 cities of 100,000 or more population. The basic class A rate for the full network will be less than $4,000 per hour, excluding talent, he said.

Correction

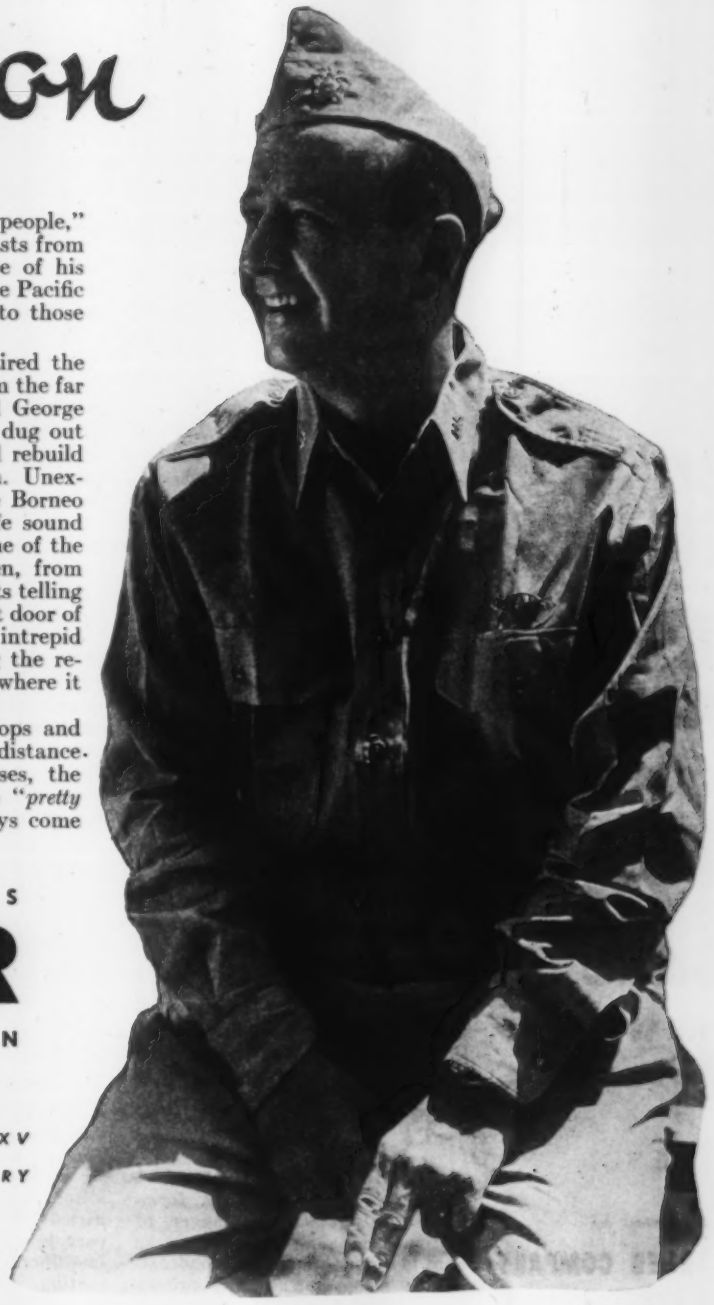
F. W. FITCH Co., Des Moines, on Sept. 27 will move Dick Powell's *Bandwagon Mysteries* from NBC to the full Mutual network and not to the full NBC network as stated in BROADCASTING last week. Fitch is retaining time on NBC but the program is not yet set.

Agencies Vote

See page 29

CARL GEORGE, WGAR'S OWN WAR CORRESPONDENT, COMPLETES AN UNUSUAL

Pacific Mission



● "Been meeting some pretty important people," said Carl George in one of his early broadcasts from the Philippines. And that was the purpose of his mission . . . to visit Ohio's fighting men in the Pacific . . . *the most important people in the world* to those who waited back in the Buckeye state.

Daily, for almost six months, WGAR aired the broadcasts of its own war correspondent from the far reaches of the world. Listeners heard Carl George describe how Ohio's fighting 37th Division dug out Japs on Luzon, how hometown lads helped rebuild the island fortresses of Guam and Saipan. Unexpectedly, they went along with him on the Borneo invasion of Brunei Bay, caught the real-life sound effects of a major naval bombardment in one of the most thrilling broadcasts of the war. Then, from blood-stained Okinawa came other broadcasts telling how Ohioans were knocking at the very front door of the enemy. And V-J Day found WGAR's intrepid war correspondent in Chungking, reporting the reaction to the end of the war from the land where it began 14 long years ago.

It was a mission that included many stops and many personalities, planned to lessen the distance between home and the war for the Joneses, the Browns and the Smiths of Ohio . . . the "*pretty important people*" whose interests will always come first with their *friendly* station.

CLEVELAND'S

WGAR

THE FRIENDLY STATION

FREE SPEECH "MIKE"

RADIO'S XXV ANNIVERSARY

Covering North Carolina's No. 1 Market

. . . Winston-Salem

. . . Greensboro

. . . High Point

WSJS

WINSTON-SALEM

5000 Watts

600 on the Dial

★

Represented by

HEADLEY-REED COMPANY

MANAGEMENT

L. A. MAIR, formerly district manager of Bell Telephone Co., Rochester, Minn., has joined KROC Rochester as vice-president and general manager, replacing **JERRY WING,** resigned.

FIN HOLLINGER, general manager of KDB Santa Barbara, Cal., is radio technique adviser for the Santa Barbara Youtheater, instructing teen-agers in studio production.

LOUIS H. PETERSON, president of WSSV Petersburg, Va., has been elected a member of the board of directors of the Petersburg Chapter of the American Red Cross, and in addition, co-chairman of the publicity committee of that chapter.

McHENRY TICHENOR, owner of KGBS Harlingen, Tex., is in Washington and New York on business .

DON McBAIN, co-owner of Palm Springs (Cal.) Broadcasting Co., is father of a girl born Aug. 22.

WILLIAM (Bill) BEATON, manager of KWKW Pasadena, Cal., will continue in that capacity, and not join KMTR Hollywood, as previously announced in West Coast trade publications. KMTR subject to FCC approval, was recently sold to New York Post radio interests.

DON SEARLE, American western division vice-president, returns to his Hollywood headquarters on Sept. 21 after stopovers at network outlets en route from New York.

LT. COL. HARRY D. HENSHEL, formerly general manager of WOV New York, in the Army air and ground forces for the last three years, goes on inactive status Sept. 17. He resumes his old duties with Bulova Watch Co., New York, as vice-president.

A. N. ARMSTRONG Jr., general manager of WCOP Boston, is in Chicago on station business.

Lynch WCFL Mgr.

ALONG with promotion of Maury Lynch, financial secretary of the Chicago AFL and secretary-treasurer of WCFL, the federation's radio station, to general manager, AFL leaders announced they would ask FCC for an increase in power. Lynch, who replaces Howard Keegan, now in New York as an NBC staff producer, said the station will operate a private leased wire from Washington to provide programs featuring labor leaders in Congress.

WBKB Video Changes

THREE members of WBKB Chicago, Balaban & Katz television station, have resigned to head video departments of motion picture chains. Helen Carson, program supervisor, joins Mullens & Pinaski, Boston; Margaret Durnell heads television department of Saenger Theaters, New Orleans, and Ann Drobena has a similar position with Wilby Kinsey chain, Charlotte, N. C. Warne Jones and Jerry Walker, have been added to supervise WBKB educational programs.

Joins American

WILLIAM W. WILSON Jr., formerly assistant sales manager of National Gypsum Co., Chicago, on Sept. 4 joins American Broadcasting Co., Chicago, as sales promotion manager, a spot open since May when Karl Sutphin left for service in the Army.

SILVER W and Award of Merit, highest awards for employes of Westinghouse Electric Corp., are presented on WOWO Fort Wayne broadcast to Peter Vande-Bunt (l), sales engineer in the Fort Wayne office, by Fred T. Whiting (r). Westinghouse vice-president, and Sam Gifford of WOWO.

Most New York Stations To Sell Political Time

MOST NEW YORK radio stations have announced intentions to sell time for the mayoralty campaign which is scheduled to get underway this fall. Some of the stations have not decided what their policy will be, and most stations have not set definite time-selling schedules, but expect schedules to be made out toward the end of the political campaign.

Liberal on WJZ

Station WJZ on Sept. 2 sold 15 minutes to the Liberal party from 10:45-11 p.m., during which Judge Jonah J. Goldstein, Republican-Fusion-Liberal candidate for mayor, addressed the radio audience. Other speakers on the same program were George F. Granmore, chairman of the Trade Union Council and associate regional director of the UAW, and John F. Kelley, Brooklyn county candidate for the city council. On Sept. 13, the American Labor Party has purchased 15 minutes on WJZ when William O'Dwyer, Democratic and ALP candidate, will speak.

In line with its policy of last year in the national campaign, station WNEW announced that its present intention is not to sell any time at all to any party, but to give the time freely to all recognized parties, probably during the last month of the campaign.

WEAF, WABC, WMCA and WHN will sell time to the candidates, while WGXR, WOR and WHOM have not as yet decided whether they will or not. During July and August, WHOM offered 15 minute periods to each party as a public service. WOV will sell program time but not announcements.

American Cable

AMERICAN Cable & Radio Corp. and subsidiaries earned a net income of $1,390,052 during the first six months of 1945, compared with a net of $1,264,369 for the same period of 1944, according to a report issued last week by Warren Lee Pierson, president. Gross operating revenue was $10,121,704 for the first half of this year, as against $10,131,369 for the same part of 1944.

COMMERCIAL

STUART MacHARRIE, former account executive of the American Broadcasting Co., has been named account executive of the general sales office of WLW Cincinnati. **GEORGE JENESON,** commercial traffic manager of the WLW sales department, is being transferred to the New York sales office.

EDWIN BUCKALEW CBS Western division field manager of station relations, on tour of network's Pacific Northwest affiliates, returns to his Hollywood headquarters on Sept. 17.

JOHN HENRY SCHACHT has been appointed sales manager of KSFO San Francisco, according to announcement by Ray V. Hamilton, executive vice-president of Associated Broadcasters Inc. (KSFO KWID KWIX). Formerly sales manager of KFBK Sacramento, Mr. Schacht prior to that was sales promotion manager of Pacific Gas & Electric Co., Sacramento.

Mr. Schacht

W. B. (Bud) STUHT, commercial manager of KOMO Seattle, is now retail advertising manager of Seattle Times. **RAY BAKER,** NBC San Francisco account executive, has taken over Stuht's former station duties.

CHARLES EATOUGH, representative of the Katz Agency, Kansas City, Oct. 1 joins KMBC Kansas City in charge of regional sales. He replaces **MILLER C. ROBERTSON,** who has been appointed sales manager of KSTP St. Paul.

Mr. Eatough

TYE M. LETT Jr., formerly of General Motors Overseas operations, has been named assistant director of exports for the Crosley Corp., Cincinnati.

JOHN WHALLEY, business manager of NBC central division, was one of 125 students graduated from NBC-Northwestern Summer Radio Institute. Scholarships were awarded **JOHN BLAKE,** WTMJ Milwaukee announcer, and **HELEN J. BARR,** Cleveland school teacher.

Parker Replacement

WORLD FRONT (WLW-NBC Split) will offer a series of guest economists and prominent news figures as a replacement for Robert Parker, now enroute on a world-wide tour via Europe, Asia and the Pacific. Parker, former AP chief in Warsaw and Budapest, has headed the *World Front* half hour, Sundays, 11:00 a.m. CDST, as a member of the WLW news staff for over a year. Program is sponsored by Bunte Brothers (candies) through Presba-Fellers & Presba, Chicago.

McNutt Broadcast

CHAIRMAN PAUL V. McNUTT of the War Manpower Commission on Sept. 9 begins a weekly report on the peacetime job situation on Mutual. He will be heard during the Sunday broadcast of William Hillman, MBS Washington commentator, 1-1:15 p.m. with his report based on data gathered from the 166 United States Employment Service offices throughout the country.

XUM

...WMAQ at 12:00 NOON

The Fair Store, one of Chicago's most important department stores, having successfully used radio to sell their merchandise, recently decided to inaugurate a new campaign. They wished to make a deeper impression on the 2,855,700 families who comprise the second largest market in the United States and who spend over $3,500,000,000 annually.

WMAQ has been carrying a campaign for the Fair Store since September of 1944. When they decided to put on this new and larger campaign it is of great significance that they again chose WMAQ—the Chicago station most people listen to most.

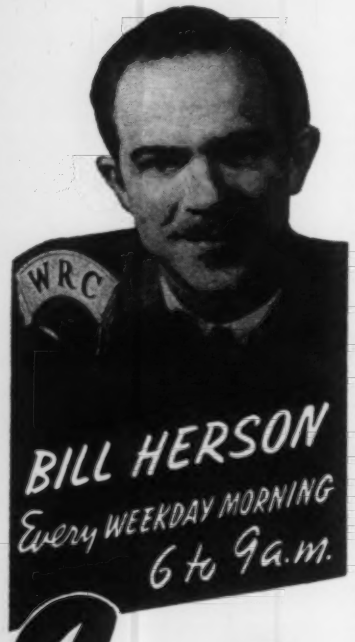
And so The Fair currently sponsors Moulton Kelsey Monday thru Friday at 12:00 noon and Greg Donovan at 5:00 pm with up-to-the-minute news. These two features are an integral part of WMAQ's program schedule which is the finest in the world.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.

FIRST in CHICAGO
WMAQ
NBC

The Chicago station most people listen to most

670 ON YOUR DIAL



first
CHOICE
of
Washington
Agencies!

When local advertisers place one minute announcements Bill Herson's program, 6:00 to 9:00 A.M. every weekday, leads the second station (and personality) by better than two to one.

Local preference makes Herson your No. 1 spot buy.

WRC NBC

SPONSORS

CHRYSLER Corp., Detroit, starting Sept. 6 will sponsor "The Music of Andre Kostelanetz" on CBS Thurs. 9-9:30 p.m., replacing "The Music of Morton Gould", formerly heard at that time for Chrysler.

IODENT CHEMICAL Co., New York Iodent toothpaste, is using six one-minute announcements for 13 weeks on KYW Philadelphia. Agency is Duane Jones, New York.

DELANES JEWELERS, Oakland Cal., is experimenting with spots and chain breaks on KPO KGO KQW KLX, in addition to eight other stations now being used. Ad Fried Advertising, Oakland, is agency.

CAROLINA POWER & LIGHT Co., Asheville, has bought "Adventures by Morse", half-hour mystery show to run on WWNC Asheville, in addition to another half-hour show now running on the station. Contract is for 52 weeks.

COHEN Bros., Jacksonville, Fla. department store, has purchased a five-day-a-week, 30-minute live show titled "Styles in Tempo" to start on WMBR-WFOY Jacksonville, Sept. 3.

TEEN AGE Shop of Chandler's Department store of Boston has started "Teen Age House Party" on WANC Boston. Program, designed especially for teen agers, is heard Saturday, 10:30-11 a.m.

ASSOCIATED LABS., New York (Biondex), has started three announcements weekly on CKWX Vancouver. Account was placed by Grady and Wagner Co., New York.

PROCTER & GAMBLE Co., Toronto (Drene), has renewed spot announcements five days weekly on several Canadian stations. Agency is H. W. Kastor & Sons, Chicago.

MISSION PAK Co., Los Angeles (California glazed and candied fruits), has appointed Hillman-Shane-Breyer, Los Angeles, to handle advertising. Radio will be used preceding and during Christmas season.

PHILCO Corp. of Canada, Toronto (receivers), has started quarter-hour of the "Breakfast Club" from ABC to CJBC Toronto and CFCF Montreal. Agency is Hutchins Adv. Co. of Canada, Toronto.

R. B. SEMLER Inc., New Canaan, Conn. (Kremi), is starting radio spot announcements on a number of Canadian stations Agency is Erwin, Wasey of Canada, Toronto.

NATIONAL CANDY Co., St. Louis (Bobcat Candy Bar), will expand to 21 stations in 12 states throughout the country starting Oct. 1. Chainbreak spots will be on: WCCO WHO WDAF WIBW KVOO WKY WFAA KPRC WOAI KTBS WWL WMC KGBX KSD WCBS WMBD WIRE WLW WSB KFRU WSM.

McCOLL-FRONTENAC OIL Ltd., Montreal (oil and gasoline), will broadcast the New York Metropolitan Opera weekly programs on a coast-to-coast Canadian net. Agency is Ronalds Adv. Agency, Montreal.

E. & J. GALLO WINERY, Modesto, Cal. (wines), on Aug. 27 started sponsoring thrice-weekly quarter-hour transcribed musical "Sincerely Yours", on KFI Los Angeles. Contract is for 52 weeks. Stations in other major markets are also being added. Advertising & Sales Council, Los Angeles, has the account.

H. R. DAVI Co., Oakland, Cal. (Miracle Foam), is using a spot schedule on 15 Pacific Coast stations. Ad Fried Adv., Oakland, is agency.

CHAMBERLAIN SALES Corp., Des Moines (lotion), is now formulating list of 50 stations for spot campaign to begin Oct. 1 for 52 weeks. Agency is BBDO, Chicago.

DeKALB AGRICULTURAL Assoc., DeKalb, Ill. (Hybred Corn and Seed) begins sponsorship Sept. 17 of 5-minute spots, 3 to 6 weekly, on 35 stations in the Corn Belt area. Contracts for 13 weeks were placed by Western Adv., Chicago.

G. BARR & Co., Chicago (Balm Barr hand creme), effective Sept. 17 begins sponsorship of station breaks, five-weekly, on WMAQ Chicago, and participation in women's shows on: WGN WENR WXYZ CKLW WJR KDAL KSTP WCCO WTCN WLW WKRC WSAI. Contracts for 13 weeks were placed by Arthur Meyerhoff & Co., Chicago.

CROWN DIAMOND PAINT Co., Toronto, has started spot announcements on a number of Canadian stations. Agency is McConnell, Eastman & Co., Toronto.

BYER-ROLNICK Inc., Garland, Texas (men's hats), Aug. 20 started sponsorship of five-minute news commentary, 3 times weekly, 8 a.m. for 26 weeks on WQXR New York. Agency is Madison Adv. Co., New York.

SAFEWAY STORES, Oakland, Cal. (grocery chain) Sept. 9 starts sponsorship of 15 San Francisco Opera Co. broadcasts on 39 Don Lee Pacific stations. Series is scheduled from 10 p.m. (PWT) to conclusion, with 60-minute Sunday broadcasts. Foote, Cone & Belding, San Francisco, is agency.

UNION OIL Co., Los Angeles, in a two-week concentrated campaign to introduce its new high test 76-Gas, on Aug. 28 started using a total of 1200 spot announcements on 50 Pacific Coast stations. Agency is Foote, Cone & Belding, Los Angeles.

STANDARD OIL Co., of California, San Francisco, on Aug. 20 started sponsoring five-weekly quarter-hour "Farmers Digest" with HENRY SCHACHT on KPO San Francisco. Agency is BBDO, San Francisco.

ROYAL ART GALLERIES, Los Angeles (portraits), has appointed Ad Fried Adv., Oakland Cal., to handle advertising, and currently is testing on California stations.

INDUSTRIAL MANAGEMENT Corp., Valparaiso, Ind. (mfgrs. chemicals), has appointed Lockwood-Shackelford Adv., Los Angeles, to handle advertising and is preparing a national campaign to include spot radio starting in mid-September.

DELANES JEWELERS, Oakland, Cal. (retail), adding to its list of California stations, has started using a schedule of spot announcements and chain breaks on KPO KGO KQW KLX. Ad Fried Adv., Oakland, is agency.

TORRANCE BRASS FOUNDRY, Torrance, Cal., has named Booker-Cooper Inc. Los Angeles, to handle its advertising.

MADE RITE SAUSAGE Co., Sacramento, Cal., is using daily spot announcement schedule on KROW Oakland, Cal. Contract is for 52 weeks. Placement is through Ewing C. Kelly Adv., Sacramento.

EMMET of California, Los Angeles (leather goods mfgrs.), has appointed Brisacher, Van Norden & Staff, Los Angeles, to handle advertising.

WESTERN WAXED PAPER Co., division of Crown Zellerbach Corp., Los Angeles, has named Brisacher, Van Norden & Staff, Los Angeles, to handle advertising for its new product, Mullinix Sliced Bacon and Sausage Wrapper. Radio is being considered.

BOZEMAN CANNING Co., Mt. Vernon, Wash. (Pictsweet frozen foods), on Sept. 3 starts five-weekly spot schedule on KECA Hollywood. Contract is for 22 weeks. Ruthrauff & Ryan, Seattle, has account.

HARRIS & FRANK, Los Angeles (clothier), on Sept. 6 starts weekly half-hour transcribed "Mystery House" on KECA Hollywood. Contract for 52 weeks placed thru Robert F. Dennis Inc., Los Angeles.

QUAKER OATS Co., Peterborough, Ont. (puffed wheat), Sept. 10 renewed "Terry & the Pirates" on 12 Canadian stations, and "Le Vieux Loup de Mer" on CKAC and CHRC thrice weekly. Agency is Spitzer & Mills, Toronto.

GROVE LABS. (Cold Tablets), Sept. 10 begins 22 weeks sponsorship of transcribed "Pleasure Parade" on WMAQ Chicago, Monday thru Friday, 5:15-30 p.m. CPT. Station also takes 66 Grove spots, 3-a-week for 22 weeks. Agency is Russel M. Seeds Co., Chicago.

GASSMAN'S DEPT. STORE, Chicago, Sept. 6 begins Unusual Features Syndicate's transcribed "Incredible But True" on WMAQ Thursdays and Saturdays, 10:30-45 CPT. Contract for 26 weeks placed by Newby & Peron, Chicago.

GILCHRIST Co., Boston, has placed transcribed "Calling All Girls" quarter-hour program on WEEI Boston, Saturday 8:30 a.m. Contract for 25 weeks is placed thru Chambers & Wiswell, Boston.

PHILIP MORRIS & Co., New York (cigarettes), Sept. 11 will sponsor a new "Johnny Presents" series on NBC Tues. 8-8:30 p.m. Featured in the show will be Cornelia Otis Skinner and Roland Young in their "William and Mary" sketches. Agency is Biow Co., New York.

CHEMICALS Inc., Oakland (Vano), in addition to the weekly quarter-hour "Hollywood Radio Life" on 14 American Pacific Coast stations, is sponsoring transcribed versions of that commentary on WPRO Providence; WDRC Hartford; WTAG Worcester. Others will be added later. Agency is Garfield & Guild, San Francisco.

KNOX Co., Los Angeles (Mendaco), effective Sept. 16 sponsors Graeme Fletcher and the News Sundays 4:00-4:15 p.m. EWT, on full network of Associated Broadcasting Corp. Contract for 52 weeks was placed by Raymond Morgan Agency, Los Angeles.

PETER HAND BREWER Co., Chicago (Meister Brau beer), effective Sept. 8 moves The Country Sheriff, Saturdays 5-5:30 p.m. CWT, WMAQ Chicago, to WGN Chicago Fridays 9:30-10 p.m. CWT, and places Boston Blackie, transcribed show in the WMAQ slot. Contract for 52 weeks was placed by Mitchell-Faust Adv., Chicago.

MENTHOLATUM Co., Wilmington, Del., will increase its spot announcement campaign starting Oct. 1 for 13 weeks through J. Walter Thompson Co., New York.

CORN EXCHANGE BANK, Philadelphia, promoting its personal loan department, has scheduled 13 spots weekly for 13 weeks on WFIL Philadelphia. Agency is Neal D. Ivey, Philadelphia.

BLUMSTEIN'S department store, New York, starts sponsorship Sept. 15 of "Junior Jamboree" Saturday, 10:30-11:15 a.m. on WHN New York. Program which has been a feature of WHN for nine years will originate in the store auditorium. Contract for 26 weeks was placed through H. W. Fairfax Advertising Agency, New York.

STROME MFG. Co., New York (makers of Silcraft jewels, a dental gum massager, and a ring gauge for jewelers), is planning a spot announcement campaign starting in September. Account is also scheduled to appoint an advertising agency early this week.

GENERAL FOODS Corp., New York (instant Maxwell House, new soluble coffee product), will start an advertising campaign using radio to announce its arrival on the market early in September. Agency is Benton & Bowles, New York.

REPUBLIC PICTURES Corp., Hollywood ("Love, Honor and Goodbye", movie), has alloted approximately $75,000 for a spot announcement and five-minute radio campaign to promote the movie. Campaign starts about the middle of September. Agency is Donahue & Coe, New York.

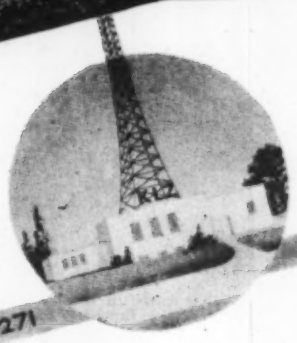
CHASE CANDY Co., Chicago, began sponsorship August 17 of approximately three spots weekly on the following stations: WHO WIBW KFH WCCO WDAF KWTO KFEQ WOW WKY. Reincke-Ellis-Younggreen & Finn, Chicago, is agency.

1000 W. NBC 550 Kc.

NBC for the rich Shenandoah Valley of Virginia

WSVA

HARRISONBURG, VIRGINIA



KLZ BROADCASTING COMPANY

"THE PIONEER STATION OF THE WEST"

DENVER, COLORADO

MAIN 4271

August 17, 1945

Mr. Harold Heroux
International News Service
Symes Building
Denver 2, Colorado

Dear Harold:

Earl McCain, our News Editor, and I have been looking over the record of performance of news coverage on the great events that have been taking place recently, and we want to congratulate you and I.N.S. on the fine job you have done. You gave us many news beats and altogether excellent coverage during these highly important days.

Thanks for a tough job very well done.

Best regards.

Very truly yours,

KLZ BROADCASTING COMPANY

Hugh B. Terry

Hugh B. Terry
Manager

Thank You, Mr. Terry–

INS

. . . or the sound of baked earth

The ocarina, in its primitive forms, was known to ancient man of all continents. Excavations in Central Europe have disclosed bone ocarinas estimated to be at least 30,000 years old. The ocarina was used by the American Incas, the Assyrians and the Babylonians, and has been a major Chinese instrument for more than 5,000 years. The Chinese name for the instrument means "The sound of baked earth," referring to the baked pottery from which it is made.

The Italians called it "Little Goose"

Nearly 100 years ago, it became fashionable to make the ocarina in the shape of a bird, with the mouthpiece in the tail. It was from this custom that the Italians evolved the name "ocarina," which means "little goose," although there are some sensitive souls who believe the name refers to the sound of the instrument rather than its shape.

"Sweet Potato" with a future

The current ocarina, or "sweet potato," (again named for its shape) has the mouth hole at the side, and nine or ten finger holes, and has a range of more than an octave. Because it is easily played, it has been included in many overseas kits, and is a factor in morale building among servicemen. Many returning veterans will be ocarina experts, which promises a rosy future for the ocarina industry.

The ocarina, especially when several are played in unison, has a peculiarly poignant quality, which can be best transcribed by:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED

233 BROADWAY, NEW YORK 7, N. Y.

PRODUCTION

JOHN GROLLER, CBS Hollywood producer, has been appointed program director of McClatchy Broadcasting Co., Sacramento, Cal., supervising programming on KFBK KWG KERN KMJ KOH. **JAMES SCHULLINGER,** for past three years lieutenant in the Army Air Forces, has taken over Groller's former network duties. Before entering service, he was assistant producer of the old Lord & Thomas. Mr. Groller started as announcer on WCBS-WSAN Allentown, Pa., in 1935. He later joined WGBI Scranton, as announcer-writer, and eventually became production manager and educational director.

Mr. Groller

DAVE HARRIS, program director of WOL Washington, has left for England at the invitation of the British Ministry of Information to review radio in Europe. He will also inspect broadcasting on the Continent for WOL and Cowles Broadcasting Co.

WILLIAM N. ROBSON has been signed as Hollywood producer of weekly CBS "Request Performance", starting Oct. 7 under sponsorship of Campbell Soup Co., replacing "Radio Reader's Digest".

JAMES PATT, former program director of WKRC Cincinnati, and now producer with Armed Forces Radio Service, Los Angeles, is father of a boy.

ROBERT W. DELANEY, former announcer of WJOB Hammond, Ind., recently released from the Army, is now an announcer with WJNO West Palm Beach.

DON OLIVER, announcer of CKMO Vancouver, has been promoted to chief announcer of the station.

IRWIN JOHNSON, who has conducted the morning participation show, "Early-worm", on WBNS Columbus, has shifted to WGBS Miami where he will continue the program and also serve as promotion manager.

NEW announcers with WWL New Orleans include: **FRED HAMMOND,** former production manager of KPRO Riverside, Cal.; **BOB REYNOLDS,** ex-announcer with KWKH Shreveport; **DAN WEBSTER,** former announcer with WMOB Mobile.

JOSEPH BECK, formerly with the American Red Cross, and prior to that owner and director of the Beck School for Radio and Recording Studios, Minneapolis, has been appointed director of television of the newly formed department at WTCN Minneapolis.

Mr. Beck

JACK ROURKE, production manager of Don Lee, Hollywood, has resigned to devote full time to network announcer and production assignments. **WILLIAM RANDOL Jr.,** former CBS New York producer, has taken over Rourke's former post.

WILLIS K. MOLLETT, 2nd lieutenant in the Marine Corps and former CBS Hollywood announcer, was awarded the Silver Star for heroic action on Iwo Jima.

THOMAS V. GREENHON, former sportscaster and specialty announcer with KLYD Salt Lake City, has joined KGO San Francisco as senior announcer.

JOHN DANIELS, chief announcer of WLOK Lima, O., is the father of a girl born Aug. 15.

TONY DONALD, announcer with WCAP Asbury Park, N. J., has transferred to KWKH Shreveport.

DON ROBERTS, ex-announcer with KTMS Santa Barbara, has joined KDB Santa Barbara as announcer.

TED ROBERTSON, WBBM Chicago producer, and June Kennedy of Chicago, were married Aug. 17.

CRITERION RADIO FEATURES, a production firm, has opened in Chicago, headed by **ROBERT R. HANSEN,** former sales promotion manager of WGN Chicago, who has had his own public relations and radio advertising consulting office. **WILLIAM WALBAUM,** former producer-writer of WHAS Louisville, is handling production. Offices are at 360 N. Michigan, room 1017. Phone is Sta 6920.

ALLIED ARTS

ANDREW M. WISWELL, business manager, with Allan Roth, New York, has been appointed recording director of Muzak Corp., New York, and associated program service, succeeding **BEN SELVIN** who has joined Majestic Recording Co., New York.

WSV, Savannah, Ga., coastal telegraph and marine relay radio station, was reopened for daily service Aug. 21, after being closed since March, 1942. Station will be in operation daily from 7:30 a.m.-7 p.m.

WAR ADVERTISING Council, New York, in cooperation with the OWI and the National War Fund, has issued a booklet of facts on purpose of the National War Fund, explaining how advertisers and agencies can help support 1945 campaign.

DAVID O. ALBER Assoc., New York, has been appointed public relations agency for the American Television Society, New York.

FRANK FISHER, former general manager of Radiation Products, Los Angeles, has been appointed sales manager for released electronic equipment at Hoffman Radio Corp. Plant No. 5, Los Angeles, under RFC direction.

O. A. FIEBIG has been appointed assistant sales manager of the radiophonograph division of Magnavox Co. Mr. Fiebig, who is located at the Fort Wayne, Ind., plant, has been with the company since 1930 and in the radiophonograph sales department since Magnavox entered that field in 1936.

NORMAN WUNDERLICH, inventor in electronics, and former manager of the communications and electronics division of Galvin Mfg. Co., has been appointed executive sales director of radio equipment and allied products, Federal Telephone & Radio Corp., Newark.

HARCO STEEL Construction Co., Elizabeth, N. J., has changed its name to Harco Tower Inc. and will continue manufacture of radio masts and towers.

REOPENING of direct radiotelegraph communications between the United States and Tokyo officially took place Aug. 28 when facilities of the Makay Radio & Telegraph Co., New York, were placed in operation for the first time since Pearl Harbor. Services over the Mackay circuit will be limited to official military and government, press, and prisoner-of-war messages.

BEN KERNER, formerly script editor of OWI overseas branch, has been named director of public relations and advertising of De Mornay-Budd, New York, a photographic and electronic development manufacturing concern.

TAKING notes in Braille during NBC-Northwestern Summer Radio Institute class in Chicago is Eldon C. Barr (l), program director of KWSC Pullman, State College of Washington station. With him are Mrs. Barr and his dog.

LT. ROY ANDRIESSE, former KPO San Francisco sound effects man, is on a 30-day leave after piloting a Superfort in ETO.

DOROTHY RANKIN, who as "Jane Lee" conducts "Woman's Magazine" on KPO San Francisco, has been appointed director of the 17th District for the NAB Association of Women's Directors.

JAMES MORGAN, former production manager of KQW-CBS San Francisco and recently director of KALW, FM station operated by the Samuel Gompers Trade School, soon will open Morgan Productions in Hollywood.

JACK CRAWFORD, released from the Army as lieutenant, has joined KQW San Jose as announcer. **DEL STEPHENS,** KYA San Francisco announcer, has shifted to KQW. Third new announcer with KQW is **LEROY KOPP.**

EVELYN BAUS and FLORENCE O'NEILL have joined the program department of KYW Philadelphia.

JULES UPTON, former CBS and BBC producer, has been signed as radio instructor of Geller Theater Workshop, Los Angeles.

CAPT. NORMAN ROSS, formerly NBC Chicago announcer, now with the Army Air Forces, is public relations officer on Gen. "Jimmie" Doolittle's staff on Okinawa.

MUTUAL'S daily minute of prayer broadcast each weekday since America's entrance into the war, will be discontinued Sept. 10.

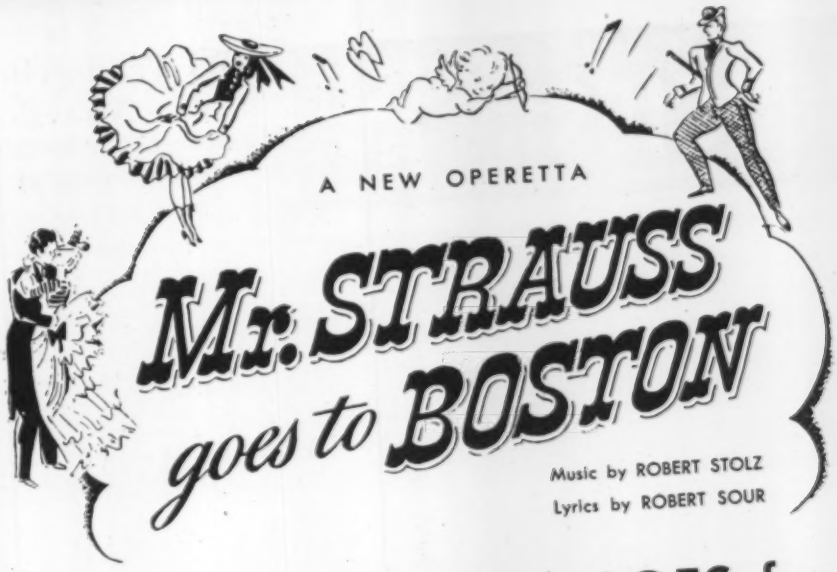
JOHN J. JORDAN, former senior newsroom writer for the American network. Hollywood, and previously with BBC London, has joined the announcing staff of WFIL Philadelphia.

AP

KGFF, Shawnee, Oklahoma

. . . "We are finding your Telescript, 'Washington Today,' very fine indeed."

Maxine Eddy,
General Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

A NEW OPERETTA

Mr. STRAUSS goes to BOSTON

Music by ROBERT STOLZ
Lyrics by ROBERT SOUR

. . . and BOSTON GOES for MR. STRAUSS!

INTO THE NIGHT

". . . *Into the Night*, being one of the most popular numbers of the evening."
—Boston Herald

"Robert Stolz has written a consistently pleasing score. His blending of original Strauss melodies with his own does credit to both . . . good numbers are Who Knows and Into the Night."
—The Billboard

WHO KNOWS

"The finest singing, of course, comes from Virginia MacWatters, who has a lovely soprano voice and brings cool perfection to the lovely ditty, Who Knows."
—Boston Globe

"The moonlit Charles River scene is sheer enchantment, and quite perfect as the background for the most beguiling tune in Robert Stolz's score . . ."
—Boston American

". . . sounds as though it were going to be heard many times in the future."
—Boston Herald

GOING BACK HOME

"Ruth Matteson, lovely to look at, poised and graceful in her mid-19th Century costumes, is entirely successful as Mrs. Strauss and sings Going Back Home with nostalgic sweetness."
—Boston Herald

"Such numbers as What's a Girl Supposed to Do?, Who Knows and Into the Night will doubtless be heard plenty over the radio. Robert Sour's lyrics are consistently good and highly amusing . . ."
—Boston Traveler

NEW YORK PREMIERE

CENTURY THEATRE • SEPTEMBER 6th

Entire Musical Score of MR. STRAUSS GOES TO BOSTON *Published by*

BMI BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N.Y.

Irving Tanz – Joe Santly NEW YORK • Jimmy Cairns CHICAGO • Eddie Janis HOLLYWOOD

VARIETY

Mr. Strauss Goes to Boston

Boston, Aug. 13.

Miraculously avoiding a musical transformation of "The Late George Apley," the opening of "Mr. Strauss Goes to Boston" at the Shubert tonight (13) turned out to be a gorgeously colored extravaganza based upon songs and dances old and new. The scenes concerned New York and Boston in 1872, when the Viennese composer came to this country to conduct the Hubs' mammoth International Peace Jubilee. If history is not followed exactly, the essential spirit of Strauss waltzes dominates proceedings based upon a rather thin book and a large first-night audience awarded the most enthusiastic applause accorded a musical debut here since "Carousel." It looks like a hit

Rigaud is superb when he seems appearance at a jubilee with a chorus of 2 000 voices, and orchestra of 1,000 pieces, and a firemen's lineup of 150 anvils. Bedevilled by his materialistic managers, lively Ralph Dumke as Dapper Dan Pepper and tuny, ubiquitous Edward Lambert as Elmo Till, Strauss darts from black despair to inspiration, always looking the romantic idol.

Miss MacWatters as Brook Whitney is not quite Back Bay or Beacon Hill. Yet she sings authoritatively, particularly in her trill-laden coloratura waltz and hit song, "Who Knows?" Harold Lang and Babs Heath head a lively ballet and Robert Stolz' direction of the orchestra is notable.

Old Boston rears its disapproving head against young Mr. Strauss in the persons of six dowagers apparently connected with the forerunner of the present-day moral sentinel, the Watch and Ward Society. However, cracks against Brahmin manners do not pace the show.

Rather, "Mr. Strauss" bids fair to become a hit because of the excellent dancing and the more sentimental music, like "Into the Night," sung

Avery, Boston lad almost jilted by Brook Whitney in favor of Mr. Strauss. But after it develops that Strauss is married, the infatuation wanes and Tom wins out. As Mme. [illegible] Strauss, Ruth Matteson does a tender job. Her song, "Going Back Home," which rouses Strauss from lethargy and breaks him into the spirit of the jubilee, is one of the hits of the evening. In a comic part, Florence Sundstrom (Pepi) does some fine, lusty acting, yet she needs a little more precision to put across a sexy little piece, "I Never Know When to Stop."

Sets and costumes are distinguished. There is not too much striving to put the story across. Gayety based upon nostalgia, with a very delicate handling of the love theme, and semi-humorous insight into the trials of a composer, should be enough to swing this on Broadway. *Dame.*

WHO SAYS INFLATION?

All day long

W-I-N-D

delivers

79%

MORE AUDIENCE PER DOLLAR

NOW IN 1945 than in 1943

Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.

W-I-N-D

Chicago

5000 WATTS • 560 KC

24 HOUR NEWS SERVICE
AP • INS • UP

NEW YORK REPRESENTATIVE • JOHN E. PEARSON CO.

AGENCIES

J. WALTER THOMPSON Co. has opened a new office in Salt Lake City. **H. PERRY DRIGGS,** former promotion director of KSL Salt Lake City, is in charge.

S. HAROLD LABOW, formerly with the Fruend Adv. Agency, New York, the "Quiz Kids" program and associated with licensing manufacturers to use the "Quiz Kids" trademark on merchandise and advertising campaigns, has opened his own advertising agency at 55 W. 42 St., New York. He will specialize in children's and teen-age advertising and sales promotion.

GERTRUDE BAILEY, recently society and woman's page editor of the New York World Telegram, has joined William Esty & Co., New York, as public relations representative for Krene, film plastic of National Carbon Co.

MAXWELL SACKHEIM, vice-president of Franklin Bruck Adv. Corp., New York, resigned Aug. 31 to establish his own agency, Maxwell Sackheim & Co., 670 Fifth Ave., New York.

DON WALSH, for the past three years with Variety in the radio department and formerly on the staff of the Providence Journal, has joined the radio division of Steve Hannagan Ossoc., New York.

WICK CRIDER, former radio publicity director of J. Walter Thompson Co., New York, joins BBDO New York Sept. 1 as assistant to **ARTHUR PRYOR Jr.,** head of BBDO radio department. AL DURANTE, assistant radio publicity director of J. Walter Thompson, succeeds Mr. Crider as director.

BURTON G. FELDMAN, formerly with Foote, Cone & Belding, has joined Olian Adv. Co., as copy chief in Chicago.

JAMES C. RESOR, formerly on the production detail staff of McCann-Erickson, New York, has been transferred to the agency's time buying and station relations division.

VINCENT L. LAUSTSEN former production supervisor with Kenyon & Eckhardt, New York, has joined Marvin Sheeres Adv., New York, in an executive capacity.

JANE PECK, assistant to Bush Barnum, public relations director of Benton & Bowles, New York, resigns this week to marry George Lait, INS war correspondent, on Sept. 7.

AMERICAN TELEVISION SOCIETY, New York, has appointed David O. Alber Assoc., New York, to handle public relations.

PAUL L. KUCH, advertising and sales promotion manager of Aerovox Corp., New Bedford, Mass., has resigned effective Sept. 8 and will establish an advertising and sales promotion agency in New Bedford, specializing in industrial advertising.

PETER FINNEY has resigned as director of public relations of the Treasury Dept.'s War Finance Committee for New York State to rejoin the public relations staff of Arthur Kudner Inc., New York.

CARBOLA CHEMICAL Co., Natural Bridge, New York (Carbola-DDT, a cold water paint), has appointed Cecil & Presbey, New York, to handle its advertising. Radio is said to be considered.

LT. EDWARD F. O'DAY, recently released from Army Air Force and prior to that with San Francisco Chronicle, has joined Honig-Cooper Co., San Francisco, copy staff.

LESTER HANNAH, San Francisco account executive of J. Walter Thompson Co., has resigned.

ELIZABETH LIGHTBOURN, formerly of Milton Weinberg Adv. Co., has joined Garfield & Guild Adv., Los Angeles, as production manager.

GEORGE LINN, discharged from U. S. Marines, has joined Garfield & Guild Adv., San Francisco, copy staff. He replaces **RICHARD BERGGREN** who shifted to agency's Los Angeles office as copy chief.

FRANK KING, executive of Botsford, Constantine & Gardner, Portland, has been elected a vice-president.

AMERICAN HOME Products, New York (G. Washington Instant Broths), has appointed Ruthrauff & Ryan, New York, to handle advertising. Media have not been decided.

HAROLD M. MITCHELL, released from the Army, has resumed his position as account executive of Alfred Silberstein-Bert Goldsmith Inc., New York.

LESTER WOLFF, radio director of Winer Adv. Agency, New York, has established his own agency, Lester Wolff, 52 Vanderbilt Ave., New York.

PHIL COHEN, former radio chief of ABSIE, and before that director of OWI Domestic Radio Branch, has joined the radio division of Ruthrauff & Ryan, New York.

JACK ZOLLER, former NBC director of "Cavalcade of America", has joined BBDO Hollywood production staff and is assigned to that network series. E. I. DuPont de Nemours & Co. is sponsor.

ROBERT MILLIKIN, former production manager of Pure Oil Co., Chicago, has been appointed mechanical production manager of J. Walter Thompson Co., Los Angeles.

THEO HAMM BREWING Co. Inc., St. Paul, effective Nov. 1 will be handled by Campbell-Mithun, Chicago, instead of Mitchell-Faust Adv., Chicago.

PILOT RADIO Corp., Long Island City, N. Y., has appointed Al Paul Lefton Co., New York, to handle advertising. Milton S. Gladstone is account executive.

GENE NORMAN, announcer of KFWB Hollywood, has joined radio department of Lockwood-Shackelford Adv., Los Angeles.

KENNETH WHITE, former art director for Foote, Cone & Belding, has joined Needham, Louis & Brorby, Chicago, as an art director.

JEANETTE CAIN, former account contact and copy writer of Chernow Co., New York, has joined fashion division of Hugo Scheibner Inc., Los Angeles agency.

JAMES C. GALLAGHER, formerly sales and field director of National Analysts, has joined McKee & Albright as research director.

RUSSEL M. SEEDS Adv. Agency, Chicago, discontinued its public relations department Sept. 1.

ARTHUR LUND, former time buyer in the Minneapolis office of Campbell-Mithun, is now heading the radio department in the agency's Chicago office. All radio will be handled from Chicago.

STERLING, JACOBSON & KRIPPENE, Los Angeles agency, has moved to new quarters at 2412 West Seventh Street, Los Angeles.

CLYDE M. VANDEBURG, until recently general manager of the Aircraft War Production Council and formerly assistant to the president of Packard Motor Co., Detroit, has joined N. W. Ayer & Son, Philadelphia, in an executive capacity.

PETER W. ALLPORT, formerly of Erwin, Wasey & Co., Chicago, has joined the editorial staff of the Assn. of National Advertisers, New York.

SENTINEL RADIO Corp., Evanston, Ill., will list their capital stock on the New York Curb Market effective Aug. 13, according to announcement by E. Alschuler, president. Mr. Alchuler said that Sentinel Radio has orders from 126 distributors to engage full production capacity for first one and one-half years of civilian production, and reconversion will be speeded up as fast as restrictions are lifted.

OWI Transcription Plan Abandoned

Straight Live Copy Will Go To Stations in Packet

TRANSCRIPTIONS will no longer be sent to stations under the OWI station announcement plan, George P. Ludlam, chief of the Domestic Radio Bureau, announced last week. They will be replaced by straight live copy sent to stations as part of the regional packet received each week from the 13 regional offices.

The termination of the transcribed announcements will mean no change in the present system of OWI clearance and placement, Mr. Ludlam emphasized. This service will still determine priority urgencies of the innumerable requests by Government agencies for radio time.

Since the transcription plan was worked out in 1942, stations throughout the country have broadcast approximately six million urgent messages, exclusive of the live announcements they have used at the request of regional offices. Including these, the total is about 9½ million. The dropping of transcriptions reduces considerably the burden carried by stations.

All scripts for the transcribed announcements were written by volunteer advertising agencies in various parts of the country and the platters themselves were produced in New York under the volunteer direction of Don Cope.

Station reaction to the move, which was planned before V-J Day, was unanimously favorable. When queried by OWI in trying to determine whether or not to drop transcriptions, most stations replied that it would increase the flexibility of announcements. By using live copy, stations feel they can place messages within the structure of programs dealing with the various subjects and weave them into others. Also, even the national messages distributed through the regional offices can be given a local slant.

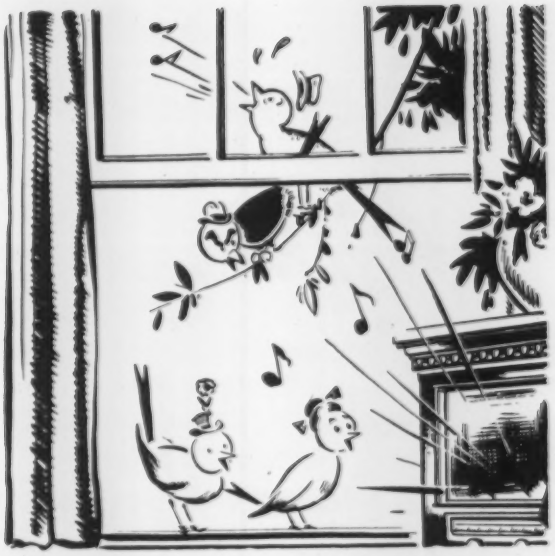
Peters-Church

ANNOUNCEMENT was made last week of the engagement of H. Preston Peters, of Free & Peters, station representatives, and Virginia Church Morris, daughter of Arthur Church, owner of KMBC Kansas City. Wedding will take place Nov. 3.

SEE PAGE 29

"Sometimes I wish they'd listen to something besides WBZ."

"Sometimes I wish they'd listen to something besides WCSH."



"Sometimes I wish they'd listen to something besides NERN."

"Sometimes I wish they'd listen to something besides WJAR."

"Sometimes I wish they'd listen to something besides WTIC."

NERN's peak program and power impact does a fine job of mating New Englanders' spending money with cash registers. And that spending money is well worth attracting. Concentrated in only 2% of the nation's land area, it accounts for nearly 8% of the nation's retail sales.

NERN attracts and holds its responsive audience with thrice the power of any other combination, with capably planned local programs, and with the top NBC shows — carried because all NERN stations are NBC affiliates.

A quarter-hour of profitable NERN time costs only $292, with no line charges and with free studio facilities in Boston, Hartford or New York. When you buy NERN, you buy a network.

"Sometimes I wish they'd listen to something besides WLBZ."

"Sometimes I wish they'd listen to something besides WRDO."

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

Nationally represented by

WEED & COMPANY

New York, Boston, Chicago, Detroit, San Francisco, Hollywood

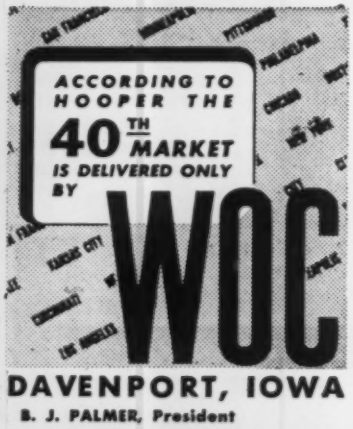
NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD, CONNECTICUT

STANDARD OIL
OF INDIANA
BUYS WOC
for the 40TH MARKET
QUAD Cities
(DAVENPORT, ROCK ISLAND
MOLINE, E. MOLINE)

Since 1943, Hooper and Conlan surveys have shown that only WOC delivers the Quad-Cities — the largest metropolitan area between Chicago and Omaha; and between Minneapolis and St. Louis. It's the 40th retail market in the nation, with approximately 218,000 population.



DAVENPORT, IOWA
B. J. PALMER, President
BURYL LOTTRIDGE, Manager

BASIC AMERICAN NETWORK
5000 WATTS—1420 Kc.
FREE & PETERS, INC., National Representatives

PROMOTION

MUTUAL'S contribution to the problems of returning veterans is outlined in red, white, and blue folder which summaries the network's three rehabilitation programs, "Opinion Requested", "Chaplain Jim" and "Return to Duty". An issue of This Week magazine dealing with problem is inserted.

Ads in N. J.

WFIL Philadelphia has extended its transportation advertising to New Jersey for the first time, using dash-card advertising on Public Service Co. buses in the state's central area. Cards, 21" x 54", will be posted on the outside of 150 buses each month. Station has maintained a heavy schedule in Philadelphia city and suburban areas.

Poems

WLOK Lima, O., has published a book of original poems used on their five-a-week program "Women Today", sponsored by the J. W. Rowlands Co., furniture store. John Daniels, chief announcer, who produces the program, edited the book.

TV Preview

A PREVIEW of DuMont postwar teleset designs has been illustrated in a folder issued by Allen B. DuMont Labs., Passaic, N. J.

Personaltities

BROADSIDE titled "Friends You Seldom See", listing star station programs, has been mailed to 100,000 homes in Los Angeles area by KMPC Hollywood. Pictured are news, sports and recorded music personalities, with program times. Brochure is second in a direct mail campaign series.

Swan

TO IMPRESS radio editors that Joan Davis starts her CBS program for Swan Soap Sept. 3, Young & Rubicam, agency for Lever Bros., sponsor, has sent them mantle barometers shaped like swans.

Studio Story

STORY of the new polyacoustic studios at KSL Salt Lake City is being told to the public by a booklet showing with pictures and illustrations, how the installation works and how it benefits listeners.

To Enlighten

TO ACQUAINT citizens in California Southland community with their state, local and national representatives, KNX Hollywood Department of Education has issued mimeographed pamphlet, "Your Political Address". Besides listing personnel, pamphlet is designed to encourage voting public to write representatives for clarification on current issues. Courtesy announcements explaining uses of this public service feature have also been scheduled on KNX.

'Corn'

ADMITTING that it is just plain "corn" in music and stale chestnuts in the way of jokes, a promotion piece put out by WTOP Washington for Bill Jenkins' "Corn Squeezin' Time" demonstrates the way listeners clamor for the programs and the good advertising results obtained.

Contest

SIX-WEEK contest to check from listeners' viewpoint which broadcast presentation should be made into motion pictures, has been incorporated into "Hollywood Preview" on CBS Pacific stations. Awards totaling $2000 are to be given for best letters. Judges are film personalities. General Petroleum Corp., Los Angeles, is sponsor.

Pictures

A PHOTO magazine, "Photo News", issued monthly, is the new promotion piece sent out by KBON Omaha. Of interest to prospective time buyers and listeners, magazine pictures, station promotions and program personnel, along with radio stars and local interest pictures. More than 400 requests for the magazine have been received.

Promotion Personnel

JOHN KELLEY, of the publicity staff of the American Red Cross in Philadelphia, has been named publicity director of WPEN. He was formerly publicity director of WIP Philadelphia.

MILDRED PARISETTE, with promotion staff of WFIL Philadelphia, is now merchandising director.

JOAN BOOTH, former continuity editor of WOL Washington, has joined the WTOP Washington press information department. Mrs. Booth entered radio in 1942 at WBML Macon.

NETWORK ACCOUNTS

New Business

GENERAL FOODS (Maxwell House coffee), on Sept. 20 starts George Burns & Gracie Allen on Maxwell House Coffee Time on NBC stations, Thursday, 8-8:30 p.m. (PWT), with West Coast repeat, 8:30-9 p.m. (PWT). Agency: Benton & Bowles.

THE KNOX Co., Los Angeles (Cystex), Sept. 9 starts The Nebbs for 52 weeks on MBS stations, Sun., 4:30-5 p.m. Agency: Raymond R. Morgan Co., Hollywood.

NORTHERN ELECTRIC Co., Montreal (electrical appliances), on Oct. 8 starts Northern Electric Show on 30 CBC Dominion network stations, Mon. 8-8:30 p.m. Agency: Harry E. Foster Agencies, Toronto.

WHITEHALL PHARMACAL Co., New York, Sept. 10 adds 13 NBC stations for 52 weeks to Just Plain Bill (Anacin), 5:30-5:45 p.m., and Front Page Farrell (Bisodol and Kolynos), 5:45-6 p.m., each Mon.-thru-Friday. Agency: Dancer-Fitzgerald & Sample, N. Y.

Renewals

PHARMA-CRAFT Corp. Chicago (Fresh deodorant), Sept. 26 renews Counterspy on 195 American stations, Wed. 10-10:30 p.m., for another 13-week cycle. Agency: Young & Rubicam, N. Y.

CAMPBELL SOUP Co., New Toronto (soups), on Sept. 9 for one year renews Radio Reader's Digest on 30 CBC Dominion network stations, Sun. 9-9:30 p.m. Agency: Ward Wheelock Co., Philadelphia.

KELLEY DOUGLAS Ltd., Vancouver (food products), on Sept. 10 renews for 39 weeks Harmony House on 11 CBC western Trans-Canada network stations. Mon. 11:30-12 midnite. Agency: Stewart-Lovick Ltd., Vancouver.

HUDSON COAL Co., Scranton ("D & H" anthracite), on Sept. 16 renews for 13 weeks CBS News of the World on 21 CBS stations, Sun., 9-9:15 a.m. Agency: Clements Co., Philadelphia.

QUAKER OATS Co., Peterborough, Ont. (oats), Sept. 21 renews Those Websters on 29 CBC Dominion network stations, Fri. 9:30-10 p.m. Agency: Spitzer & Mills, Toronto.

COLGATE-PALMOLIVE-PEET Co., Toronto (Princess soap flakes), Sept. 3 renews The Happy Gang on 26 CBC Trans-Canada stations, Mon. thru Fri. 1:15-1:45 p.m.; on Sept. 10 renews Les Joyeux Troubadours (Palmolive soap, Colgate tooth paste, Halo shampoo), on 5 CBC Quebec stations, Mon. thru Fri. 11:30-12 noon; on Oct. 2 renews La Mine d'Or (Cashmere Bouquet products), on 4 CBC Quebec stations, Tues. 8:30-9 p.m. Agency: Spitzer & Mills, Toronto.

RCA-VICTOR Ltd., Montreal (records, receivers), Sept. 20 renews The Voice of Victor on 25 CBC Trans-Canada network stations Thurs. 8:30-9 p.m. Agency: Spitzer & Mills, Toronto.

KRAFT CHEESE Co., Chicago (Parkay margarine), for fifth consecutive year, Sept. 2 resumed The Great Gildersleeve on NBC, Sunday, 6:30-7 p.m. (EWT), with West Coast repeat, 8-8:30 p.m. (PWT). Agency is Needham, Louis & Brorby.

W. A. SHEAFFER PEN Co., September 16 renews World Parade, Sunday, 2-2:30 p.m. (CPT), over full NBC. Agency is Russell M. Seeds Co., Chicago.

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal), Sept. 17 renews for 52 weeks, Graeme Fletcher—News Analyst, on 8 NBC Pacific stations, Mon., Wed., Fri., 7-7:15 a.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

PACIFIC GREYHOUND BUS LINES, San Francisco (transportation), Aug 26 renewed for 52 weeks, Romance of the Highways, on 27 Don Lee Cal. & Ore. stations, Sun., 10:15-10:30 a.m. (PWT). Agency: Beaumont & Hohman, San Francisco.

CARSON, PIRIE, SCOTT & Co., Chicago (department store), has renewed for the third year sponsorship of Distinguished Guest Hour, Sunday, 1:30-1:45 p.m. (CPT) on WGN Chicago.

W. A. SHEAFFER PEN Co., Fort Madison, Ia., Sept. 16 renews World Parade on 142 NBC stations for 52 weeks, Sun., 3-3:30 p.m. Agency: Russel M. Seeds Co., Chicago.

Changes

42 PRODUCTS Inc., Los Angeles (42 Oil Shampoo), on Sept. 2 shifted This Is My Story on CBS Cal., Ore., Wash., Ariz., Mont. stations from Sat. 9-9:30 a.m. (PWT), to Sun., 4:30-5 p.m. (PWT), and on Col. stations to Sun., 10:30-11 a.m. (MWT). Agency: Hillman-Shane-Breyer, Los Angeles.

ELECTRIC AUTOLITE Co., Toronto (batteries), Oct. 13 changes Everything for the Boys on 33 CBC Dominion network stations, from Tues. 7:30-8 p.m. to Sat. 8-8:30 p.m. Agency: Ruthrauff & Ryan, Toronto.

EVERSHARP Inc., Chicago (pens and pencils), Sept. 12 changes Maisie on 144 CBS stations 8:30-8:55 p.m. to Wed. 9:30-10 p.m. On Aug. 29 and Sept. 5, program will be 10:30-11 pm. Agency: Blow Co., N. Y.

AMOS 'N' ANDY, sponsored by Lever Bros., Cambridge, for Rinso, and the Molle Mystery Theatre, sponsored by The Centaur Co., New York for Molle Shave Cream, will exchange broadcast time when Amos 'n' Andy return Oct. 2, 9:30 p.m. on NBC and Molle Mystery Theatre moves Oct. 5 to Fri. 10-10:30 p.m. on NBC. Agency for Lever Bros. is Ruthrauff & Ryan, New York, and agency for Centaur is Young & Rubicam, New York.

GENERAL FOODS Corp., New York. Sept. 15 shifts House of Mystery on 248 Mutual stations from Mon.-Fri. 5:30-5:45 p.m. to Sat. 12-12:30 p.m. Agency: Benton & Bowles, New York.

IMPERIAL TOBACCO Co., Montreal (tobacco products), Sept. 20 moves Light Up and Listen from Thurs. 10-10:30 p.m. to Thurs. 9:30-10 p.m. on 30 CBC Dominion network stations. Agency: Whitehall Broadcasting, Montreal.

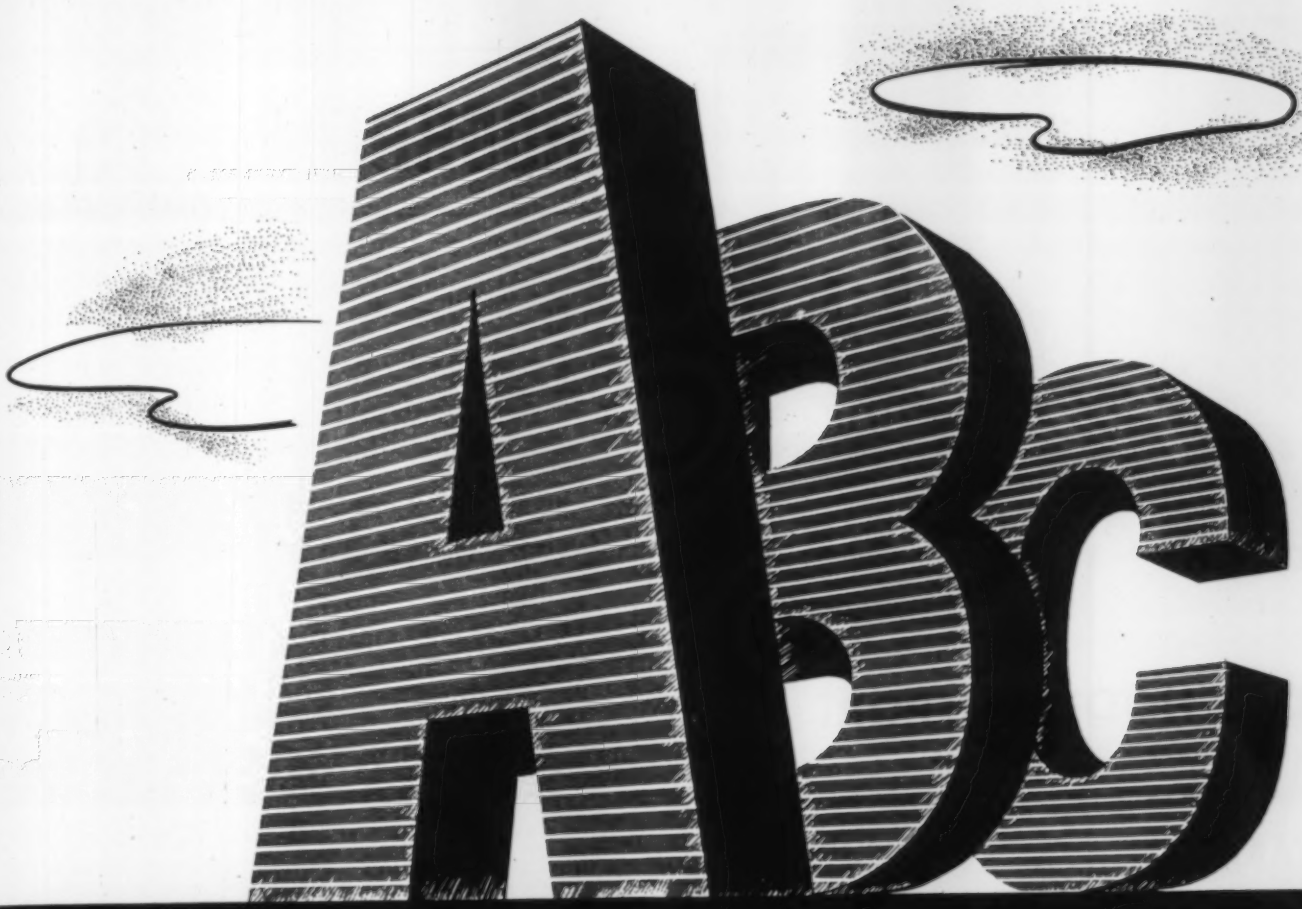
Covering
Ohio's
3rd Market

At less cost with WFMJ—American Network

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

XUM



Associated Broadcasting Corporation

THE MODERN • STREAMLINED • FLEXIBLE NETWORK SWINGS INTO FULL TIME COAST-TO-COAST OPERATION SEPTEMBER 16th

EVERY 11c BUYS 1000 POTENTIAL LISTENERS WHEN YOU USE **ABC**

PREFERRED TIME SEGMENTS ARE STILL AVAILABLE

YOUR CLIENTS DESERVE THE CLOSEST STUDY OF THESE FACILITIES

New York
Chanin Building
122 East 42nd Street
Murray Hill 53227

Chicago
1916 London Guarantee & Accident Bldg.
360 N. Michigan
Central 4309

Hollywood
Wilshire Center Building
3055 Wilshire Boulevard
Exposition 1339

EXECUTIVE OFFICES: KEELER BUILDING • GRAND RAPIDS • MICHIGAN

WAKR

AKRON'S *First* STATION

ALL DAY LONG

C. E. HOOPER REPORT

MARCH AND APRIL 1945

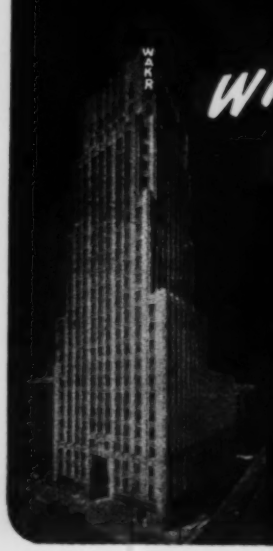
MORNING INDEX 8 TO 12 NOON MONDAY THRU FRIDAY

WAKR	STATION "A"	STATION "B"	STATION "C"	OTHER STATIONS
54.7	22.9	1.9	*13.9	*6.6

AFTERNOON INDEX 12 TO 6 P. M. MONDAY THRU FRIDAY

WAKR	STATION "A"	STATION "B"	STATION "C"	OTHER STATIONS
30.0	22.1	4.1	*34.5	*9.3

* STATIONS LOCATED OUTSIDE OF AKRON



WAKR TOWERS OVER AKRON

Basic Station

AMERICAN BROADCASTING CO.

5000 WATTS · DAY & NIGHT

Weed & Co.

NATIONAL REPRESENTATIVES

PROGRAMS

AFFORDING behind - the - scenes glimpses of people who create Mutual - Don Lee programs, "Radio Tour", daily five-minute program devoted to broadcast highlights, has been resumed on Don Lee network. Vickie Whiteaker is writer.

Atomic

SCRIPT on the atomic bomb, aired on "Service to the Front", sponsored by Wrigley Co. over WBBM-CBS Chicago, will be published in book form by Syracuse U. Press, Sept. 3. Program was written by Doris and Frank Hursley four hours after news broke, and was completed in 19 hours of writing.

Tennis Hook-up

NATIONAL TENNIS Championship Matches played at Forest Hills, L. I., were broadcast over a special hook-up of 35-40 independent stations, Sept. 2-3. Facilities set up by A. G. Spalding & Bros., Chicopee, Mass., sponsor.

Jobs

WKRC Cincinnati is presenting on its sustainer program "Queen City Merry-Go-Round", a series of eight leaders in industries in that region, to discuss employment situation. First speaker was John M. Baker, regional director of the WMC.

Across Board

BASED on pari-mutual horse racing, weekly audience participation, "Win, Place or Show", was started on American stations Aug. 27. Cash prizes are awarded winning participants, with Eddie Marr as m.c.

5 Years

ALMA DETTINGER has started her fifth year of "Other People's Business" on the air daily on WQXR New York 11:05-11:30 a.m. This year she has introduced a "Worthy Comment" department in which she reports on friendly, cooperative acts of people.

Sports

BILL STERN, NBC sports director, will broadcast a play-by-play description of the season's first major football game, Michigan vs. Great Lakes, Sept. 15 from the Michigan Stadium, Ann Arbor, Mich.

'Tufty Talks'

ESTHER VAN WAGONER TUFTY, commentator and reputedly first American woman reporter to go overseas in World War II, starts a commentary program on WWDC Washington Sept. 3, Mon., Wed., Fri., 11:15-11:30 a.m. Beginning Sept. 16, the program, titled "Tufty Talks", will be carried by 35 other stations included in the Associated Broadcasting Corp. She will feature controversial subjects of interest to women, and will have guest authorities taking part in discussions.

CBS Too

CBS coverage of the 1945 football season opens Sept. 15 with Ted Husing and Jimmy Dolan covering the U. of Michigan-Great Lakes Naval Training Station game at Ann Arbor.

From Station

ORIGINATING from Union Station, Hartford, a new series of weekday programs, "Man in the Station", has been started by WHTD. Announcers Bob Mooney and Bob Gillespie interview travellers and employes of the N. Y., New Haven & Hartford Railroad Co. whose public relations staff is cooperating with the station.

Hypnotized

A REGULARLY planned and scheduled program built around hypnotism was started by KQV Pittsburgh featuring Ralph Slater as hypnotist. The program is being tried four times locally and if it proves satisfactory it will go on the complete MBS network.

Teen Timers

HOUR and a half program beamed to youthful listeners has started on WWDC Washington Saturday, 9:30-11 a.m. First half-hour features round-table discussions, spelling bees, quizzes participated in by teen agers. Next half-hour is participant's request music. From 10:30-10:45 a youthful guest is commentator. From 10:45-11 there is a grammar-school age quiz or spelling bee. Half-hour from 10-10:30 is participation time by local sponsors; 10:35-11 is sponsored by Felser-Scott Shoe stores.

Vet Aid

WPAT Paterson, N. J., has started a series of Sunday afternoon quarter-hour programs to help veterans and war workers find employment. "North Jersey Enrolls for Peace" consists of latest reports from industries in the area, relating their progress in production, scale of production, present number of employes, and employment needs both now and in the future.

TV Drama

WNBT, NBC video station in New York, Sept. 2 began a fall series of Sunday night television dramas with an adaptation of "Another Language", Broadway success of 1932. Edward Sobol NBC television producer, was producer.

81

RHONA LLOYD, WCAU Philadelphia interviewer on her show on the 81st anniversary of the Red Cross, featured four civilians who had collectively given 81 pints of blood, and four servicemen who had collectively received 81 pints of blood which saved their lives.

Dime for Thoughts

CHILDREN'S quiz program "Teletruth" starts Sept. 6, Thurs. 7-7:30 p.m. on NBC's television station WNBT. Program, available for sponsorship, will feature four young experts who will receive a dime for each correct answer.

On the Move

BOB HOPE'S Pepsodent program on NBC, Tues. 10-10:30 p.m., will originate from veterans' hospitals and college campuses this year. During the war the program has been broadcast from military bases.

H. S. Show

HIGH SCHOOL students in New York and New Jersey have been invited to try out as m.c. for a new hour program on WNEW New York. "The High School Hour" will be presented during fall and spring semesters. Applications should be mailed to the WNEW studios, 501, Madison Ave., N. Y.

Whatta Personality!

After all, radio is a very personal medium, and when almost every listener puts an OKEY on every program and product, there must be character down under and personality on top. Ready to share with you this profitable asset is—

WAIR

Winston-Salem, North Carolina

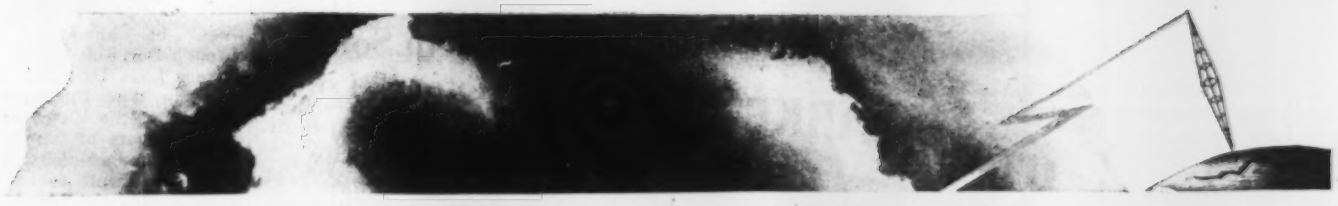
Representative: The Walker Company

RICHMOND COVERAGE AT PETERSBURG RATES

WIRE or WRITE

WSSV

Petersburg, Virginia



IT'S NEVER A MATTER OF LUCK—

with SYLVANIA!

IT can never be a hit or miss proposition when it comes to radio tubes manufactured by Sylvania Electric.

Beginning with the *raw materials* that go to make Sylvania tubes, you'll find Sylvania chemical and metallurgical laboratories *testing every part*—experimenting to discover new and better materials—new alloys, new compounds for further improving Sylvania Radio Tubes.

With highly sensitive apparatus, measurements are made to determine power output, distortion, amplification, *fidelity*. Better, more faithful reproduction of your broadcasting programs is assured, when receivers are equipped with Sylvania tubes!

SYLVANIA ELECTRIC PRODUCTS INC., Emporium, Pa.

TAKE THE "LOCK-IN" TUBE

1 *It is "locked" to socket—solidly.*

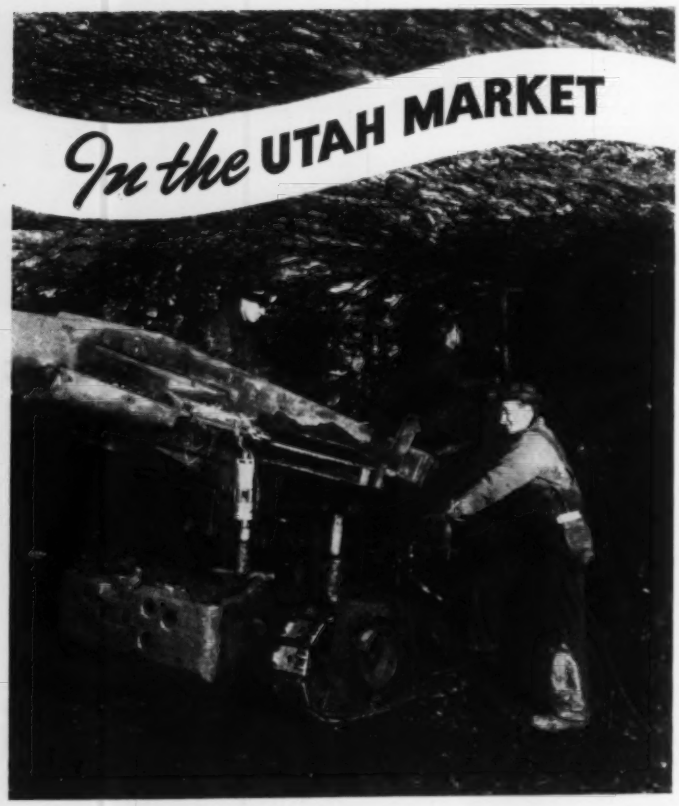
2 *It has short, direct connections — lower inductance leads and fewer welded joints.*

3 *Metal "Lock-In" locating lug— also acts as shield between pins.*

4 *No top cap connection . . . overhead wires eliminated.*

SYLVANIA ELECTRIC

MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIXTURES, ACCESSORIES; ELECTRIC LIGHT BULBS



Every day, deep in Utah mountains, men and machines are tapping rich and almost inexhaustible coal deposits. Average prewar production was 4½ million tons a year. The 1944 production was 7,206,107 tons. The market extends throughout Utah and all states west. Coal mining is just one of Utah's basic industries that support a dependable and always active buying power among Utahns.

Local Advertisers Know KDYL Brings Results

Business is better in Utah because of coal . . . and business is better for KDYL's local and national advertisers because this is the station people naturally tune in for favorite network shows and local features. Listeners plus showmanship bring results. KDYL has both.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative: John Blair & Co.

Radio Help Sought For Victory Loan

'Proper Approach' of Medium Necessary for Final Drive

By TED R. GAMBLE
National Director War Finance Division
U. S. Treasury

THE WAR is over but war financing is not. Care of the wounded and rehabilitation of veterans is going to be one of the nation's biggest expenses for years to come. Bringing men home is just as expensive as taking them over.

While unemployment will rise during the reconversion period, the bulk of America's wage earners will still be earning high wages and will have the most money they've had for years. It doesn't take an economic genius to see how inflation could result should people start to spend all that extra money before consumer goods are available instead of saving it to provide a backlog of buying power and a steadying influence for years to come.

Proper Approach

Those are just three of the important reasons why the Treasury needs money and why people should save through Bond purchases. They are part of the "grave responsibilities which are the aftermath of war and that must be met" which Secretary Vinson mentioned when he announced Oct. 29 through Dec. 8 as the dates for the Victory Loan Drive.

We in War Finance are fully aware that the Victory Loan's individual quota of four billion dollars may, for a number of reasons, be more difficult to achieve than was the seven billion dollar quota of the Seventh Loan.

However, we believe the American people will, if properly approached, lend their money to help pay our debt to the men who fought our war and were hurt doing so; to help care for the families of the men killed and for the rehabilitation of veterans; and, more than ever, for their own self-interest.

Experience has proved that radio knows how to make that "proper approach". By its very nature, radio reaches most directly to the hearts and therefore to the pocketbooks of the American people. The radio industry's magnificent and unprecedented support of the Seventh War Loan is eloquent evidence of the part broadcasting played in the great success of that Drive.

For the Victory Loan Drive, we will need the ingenuity and wholehearted support of everyone connected with broadcasting more than at any time during the history of War Finance. To be of maximum service to the radio stations of the country in their efforts on behalf of this Drive, the Radio Section of the War Finance Division is already at work on a comprehensive list of transcription programs, live announcements and special programs, publicity and promotion ideas which will be sent to all who desire them.

This is the last of the war loans —the final EXTRA effort which Americans will be called upon to make for their country's and their own financial future. It must succeed—and we're certain that with the generous voluntary support which the broadcasting industry has always given us . . . it will succeed.

CHICAGO Public Library has requested copies of WBBM Chicago "It Happened In Chicago" series and pamphlet collection of historical and biographical material for its reference library.

KFMB
Sells
SAN DIEGO

CALIFORNIA'S THIRD CITY

1. Los Angeles
2. San Francisco-Oakland
3. SAN DIEGO!

That makes San Diego a **must.** 373,500 busy civilians reside in Metropolitan San Diego . . . within 15 miles of our antenna. It's easy for us to cover them for you . . . and they can be covered **properly** only from within!! Let us do it the RIGHT way for you.

KFMB
THE BASIC AMERICAN NETWORK
[PACIFIC COAST]
SAN DIEGO, CALIF.

JACK O. GROSS: Pres. & Gen. Mgr.
Represented by the BRANHAM CO.

WSLI
JACKSON
MISSISSIPPI

Rolling Fork, Mississippi

This is a fine town in Sharkey County, but alert advertisers will realize profits by the shovel-full in JACKSON—metropolitan center where more than 50 diversified industries have located in the past 12 years!

WSLI—the "Double-Return" station, offers you maximum coverage of this market—at less cost!

BLUE NETWORK
WEED & COMPANY
NATIONAL REPRESENTATIVES

XUM

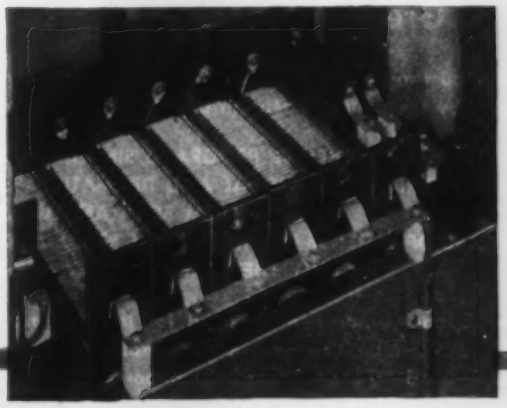
"Metal Rectifiers are more dependable . . . have longer life" ★

Henry Hulick, Chief Engineer, WPTF, Raleigh, N. C.

Mr. Hulick has ample proof that surgeproof metal rectifiers increase the dependability of transmitter operation For a Westinghouse 50 HG transmitter has been in service at WPTF since June, 1941

These efficient rectifiers are an exclusive Westinghouse feature . . . used in the 50 HG unit as bias rectifiers for speech, input stages, power amplifier and modulator and plate rectifier in the exciter. Their life is virtually unlimited. Tube replacement cost is completely eliminated and the threat of unpredictable rectifier tube failure is erased. No complicated relaying is required; they can be connected to the power circuit instantly.

Metal rectifiers are just one of many outstanding Westinghouse developments in modern transmitter design that feature extra dependability and uninterrupted performance. Ask your nearest Westinghouse office for the complete story of Westinghouse transmitters . . . 5, 10 and 50 kw AM, 1, 3, 10 and 50 kw FM. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa. J-08119



Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Electronics at Work

XXV RADIO'S 25th ANNIVERSARY KDKA

★"I prefer metal rectifiers in all practical positions. They are more dependable, require less servicing, are not as erratic and have longer life."

(Signed) *Henry Hulick*

RAYTHEON REPORTS ON YEAR'S PROFIT

FISCAL report issued by Raytheon Mfg Co. last week shows an earning per common share up to May 31, 1945 of $3.37 compared to $2.62 paid last year. Net profit of the company was $3,419,201; profits before Federal taxes, $12,852,201. Last year these figures were $2,665,719 and $10,265,719. Total assets were listed as $68,867,071; $51,871,385 last year.

Raytheon acquired Belmont on April 1, 1945.

"From the standpoint of physical assets, the reconversion to peacetime operations will not create a serious problem," the report states, adding that Belmont operations are already being reconverted, with the first radio sets scheduled for delivery this fall. Report points out that there will be a greater market for tubes than before the war, as a $50 prewar receiver had six or eight tubes, but a comparable set with FM will take eight or nine, a low cost video set 18 to 20, and a high quality video set with FM band and record changer, 25 to 30 tubes. Belmont will also have television sets on the market shortly, priced to reach a volume market.

From its wartime production of microwave tubes and circuits for radar work, Raytheon is experimenting with microwave carriers for video and FM programs and has received an FCC permit for such a system between New York and Boston and also for testing from mountain peaks in the West. Company has also applied for licenses to build, own and operate FM and video stations in Boston, Washington, New York, Chicago and Los Angeles, and plans to build transmission equipment for these stations as well as for sale to other FM and television broadcasters.

Early Bird

HAVING available a spot adjacent to the Washington Redskin football games, Ben Baylor, assistant manager of WMAL, set up a conference telephone call to advertising agencies and told them about it. Knowing several were interested, he thought it would give all an even break. Call was made at noon. In a few minutes the spot was sold.

KMA Study Based on Pieces of Mail Received from Listeners In Past Year

PEOPLE who write to a radio station regularly listen to it. This conclusion is reached by KMA Shenandoah in its 1945 Radio Mail Study based on a survey of 488,434 pieces of mail received in 1944, conducted by Moeller, McPherron & Judd, Omaha accounting firm.

To analyze its audience mail KMA sent questionnaires to those who had written to it last year until more than 10,000 answers had been received.

KMA concludes that radio mail indicates not only listenership, but preferential listenership. Further, it is claimed that while people may prefer the local and/or "mail pull" programs of a station, they also spend considerable time listening to the network programs on the station. Radio mail also is said to indicate station preference of the family of the letter writer.

Women wrote 86.43% of the letters to KMA, men 13.57%, it is shown. People on farms or in small towns wrote 80.20%; towns 4,000-10,000, 6.74%; cities, 11.02%. Of the 488,434 pieces of daytime commercial mail received by KMA in 1944, inquiries accounted for 25.48%; premiums 11.31%; samples 21.86%; station promotion 18.34%; direct sale 14.78%; contests 8.21%. Compared with figures in a similar survey a year ago, KMA notes that inquiries and contests brought about the same response but premium response dropped 10%.

Due to the war some clients had dropped periodic use of premiums, several firms that used radio for catalog inquiries shifted their commercials to institutional messages and clients normally using selling copy for soliciting inquiries turned to institutional copy and war messages. These factors were reflected in a lower mail response for the year.

WWJ's Anniversary

WWJ Detroit observed its 25th anniversary Aug. 20 with rival Detroit stations and newspapers joining in celebration and Mayor Edward J. Jeffries proclaiming Aug. 20 as "WWJ Day". Station presented special program, *On the Air*, highlighting radio's 25 years. Transcriptions were sent to 360 stations for use in Silver Anniversary celebrations. Harry Bannister, WWJ general manager, was host to staff and guests at a jamboree in Book-Cadillac Hotel following day's activities.

FARM BUREAU NIGHT on

KFNF

"The Friendly Farmer Station"

Is a BIG Night

In The Great Farm Market Around Shenandoah

Farm Bureau Programs—a Tuesday evening feature on KFNF—are planned and presented by the County Extension Directors of Shenandoah's surrounding counties

AUTHENTIC PROGRAMS SINCERELY EXECUTED
FEATURING THE MUSICAL AND DRAMATIC ABILITIES OF IOWA'S
OWN FARM BOYS AND GIRLS
THEY ARE OF IMMENSE INTEREST TO THE RURAL AND SEMI-RURAL AUDIENCE
BECAUSE THEY ARE THEIR OWN PROGRAMS

No professional production designed for the National mass market can, in our opinion, successfully compete in this rural and semi-rural area—against these programs which feature friends, neighbors, and children of the specific farm audience for which they are designed.

REMEMBER THIS . . . BECAUSE OF PROGRAMMING SKILL—LOCAL "KNOW HOW"

Informed Sponsors Are Buying

1000 Watts **KFNF** 920 Kc

SHENANDOAH, IOWA

FOR AVAILABILITIES WRITE OR WIRE FRANK STUBBS SHENANDOAH, IOWA

CHNS

HALIFAX
NOVA SCOTIA
The Busiest
Commercial
Radio Station
of the Maritimes

JOS. WEED & CO.
350 Madison Avenue, New York

XUM

● When the Roman sculptor's chisel slipped, he used wax to patch the flaws in his creation. Wary Roman buyers eyed each new statue for such underhanded camouflage. Perfect statues prompted an enthusiastic verdict, "sine cera" . . . without wax . . . sincere!

Sincerity produces perfection in the Detrola radio receivers, automatic record changers and other electronic instruments expressly created for the world's foremost merchants and their customers.

DIVISION OF INTERNATIONAL DETROLA CORPORATION — DETROIT 9, MICHIGAN

RECORDINGS MADE OF CMH CEREMONY

COMPLIMENTARY recordings of their decoration with the Congressional Medal of Honor at White House ceremonies Aug. 23 are being given to the 28 recipients by the U. S. Recording Co., which obtained exclusive coverage of the event.

The presentation was originally to be held on the south lawn of the White House but was moved indoors because of rain. U. S. Recording set up emergency indoor equipment but the networks, which originally planned coverage, could find no space to accommodate their equipment. Leif Eid, NBC commentator, covered the event and then came back to the studios where he was given five minutes on NBC's Fred Waring program.

RCA Communications has opened first direct radiotelegraph circuit between the U. S. and Bulgaria, opened in cooperation with Bulgaria Telegraph Adm.

AT AIRFIELD for embarkation on Pacific tour at the invitation of Gen. MacArthur are these nine top-flight radio writer-producers (l to r): Milton Wayne (BBDO), *Cavalcade of America;* Lindsay MacHarrie (Young & Rubicam), *We The People;* Nate Tufts (Ruthrauff & Ryan), Hollywood; Earle McGill (Radio Director's Guild), *Radio Reader's Digest;* Edwin L. Dunham (NBC), *Army Hour;* Joseph T. Ainley, *Grand Hotel;* Burr Lee (CBS), *Bachelor's Children;* Les Mitchell (CBS), *Stars Over Hollywood* and Hobart Donovan, *Life of Riley.* Some may be allowed entrance into Japan.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
KWKH	Shreveport, La.
WCPO	Cincinnati, Ohio
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KTBC	Austin, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

Censorship Complaint

WHEN DR. FRANK KINGDON, currently substituting for Walter Winchell in the latter's Sunday evening program on American for Jergen's Lotion, complained of censorship of his Aug. 19th script, John Loveton, radio director of Lennen & Mitchell, Jergen's agency, said that he had asked Dr. Kingdon to delete certain remarks about Dartmouth's quota system for Jewish students. Agency does not want "any controversial issues" on the program, he said, adding that "we are not interested in controversy and especially on a subject as delicate as this." Spokesman for American stated that when the script was submitted to them it contained no mention of the alleged discrimination of the college against Jews.

TO INAUGURATE Philco Corp.'s sponsorship of the 9:45-10 a.m. part of "Breakfast Club" on American, Monday through Friday, on Sept. 3, Don McNeill, program m.c., visited Paul Whiteman's "Philco Summer Show" broadcast on the same network the preceding evening with Whiteman returning the visit the next morning. Series will be broadcast from New York the week of Sept. 3. Program is handled by Hutchins Adv. Corp., Philadelphia.

XUM

CONFIDENTIALLY, WE'RE JUST A BUNCH OF HAMS AT HEART!

Frankly, the magic of Radio is still a lot of fun to us! We here at GATES—every one of us, right up to the top man—put the enthusiastic imagination of the youngest amateur into our products.

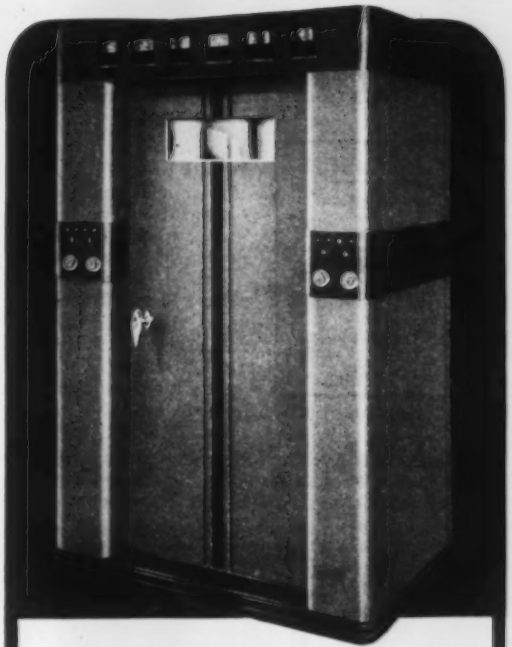
That enthusiasm, supported by a background of continuous experience since 1922—and backed up by engineering ability and real precision workmanship—is what gives GATES Products their dependable quality.

For good Transmitting Equipment—reasonably priced—for your needs today, tomorrow, or whenever—call on GATES! The GATES RADIO CO., Quincy, Ill., U.S.A.

Write for Details About the GATES Priority System for Prompt Post-War Delivery

GATES RADIO CO.

QUINCY, ILLINOIS



GATES ONE KILOWATT BROADCAST TRANSMITTER

This GATES Transmitter embodies the latest in engineering developments—modernized and streamlined to bring efficiency *plus* good looks to the Post-War Broadcasting Station.

All parts are conveniently, accessibly located for simple operation; and the pressure-type cabinet assures dustless, cool performance. A Transmitter of extremely high fidelity.

Detailed Bulletin on the New GATES 1 KW Transmitter Will Soon Be Available

PROGRESS REPORT

GATES is now in full production on civilian equipment and can make prompt delivery on many popular items.

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT SINCE 1922

When he steps up this fall to resume the top spot on Auto-Lite's "Everything for The Boys", talented Dick Haymes will continue to have the support of lovely Helen Forrest, Gordon Jenkins' Orchestra and the heart-warming human interest overseas pick-ups with American fighting men and their families. Oddly enough, however, the ingredients that made this show so popular are less than half the material it takes to make it really publicize Auto-Lite and move its products to and through its many dealers.

Supporting the star-studded radio program, Auto-Lite, like most important advertisers, uses both the consumer and trade press. This dealer ad ties up with the film musical, "Diamond Horseshoe", by offering a life-sized, die-cut, easel-backed display of Dick Haymes and Betty Grable. Theatre managers also used this display which prominently mentions both Auto-Lite and the radio show.

Auto-Lite maintains a steady fire of publicity via almost every medium you could name. From the dealer-imprinted envelope enclosures to cooperative 24-sheet posters, no line of communication to the dealer and the consumer is neglected. Herb Bissell, Auto-Lite's Advertising Manager says, "The merchandising placed behind our show is consistent and powerful because we know that the effect on the trade is fully as important as the reception accorded it by the consumer."

39 weekly copies, out of the more than 15,000 total circulation of Printers' Ink, goes to the men who build, approve and spend Electric Auto-Lite's advertising.

Most advertisers know that Printers' Ink consistently tells the story of integrated advertising. Most media advertisers know that this kind of reporting brings the story of every medium to the attention of the advertiser when he is most interested, when he is thinking advertising, when he is reading advertising's most important advertising medium, Printers' Ink. That is why most media promotion men call Printer's Ink *the constant stimulator for advertising.*

Pacific

(Continued from page 28)

D. Warren, formerly general manager of KOH Reno, and Pfc. Robert L. Stewart, who operated an advertising agency in Portland, Ore.

Heading the communications and engineering department is Lt. L. A. Pierce, formerly with CBS, who is currently supervising the Army's new 3 kw transmitter on Okinawa, but returns to Manila shortly.

Assisting Pierce is Lt. Edward Sarnoff, communications officer, recently transferred to GHQ PRO from duty with AACS, where he installed a number of transmitters throughout the Pacific. Just reporting for duty as deputy to Pierce for sea-borne communications is Lt. M. H. Kees, formerly chief engineer for KOH. Studio control is under M/Sgt. Gilbert F. Staples, who formerly operated his own radio business in Rhode Island. The administrative staff is under supervision of T/Sgt. Ted Ramsey, formerly an executive of Carl Byor & Assoc.

KALL IN SALT LAKE TO DEBUT SEPT. 30

KALL, new Salt Lake City station, will take the air Sept. 30 on 910 kc using 1,000 w power. A basic MBS outlet, KALL also will be key station of Intermountain Network. Offices will be in Keith Bldg., Main St., along with Intermountain offices.

Station will feature local public programs, according to George Hatch, general manager, working in cooperation with U. of Utah and municipal officials. It will originate Intermountain programs.

Staff members now on duty, besides Mr. Hatch, who was with Intermountain, are: Alvin Pack, station manager (formerly KDYL Salt Lake City); Lynn Meyer, Intermountain sales manager; Tom Anderson, local sales manager (formerly KDYL); D'Orr Cozzens, technical director (Intermountain); Jack Goodman, traffic manager (WNYC New York); Kenyon Bennett, program director (KLO Ogden); Earl Donaldson, music director (KLO); Ted Harden, chief announcer (WWL New Orleans); Robert Warner, sales promotion manager (Intermountain); Stan Benson, chief engineer (United Airlines).

Licenses include ASCAP, BMI, SESAC, America. Libraries are Associated, McGregor, Cole.

ASCAP Meeting

WEST COAST meeting of ASCAP members will be held in Los Angeles on Sept. 20 when Deems Taylor, president, will preside. Business meeting will be held during afternoon with dinner and entertainment at Slapsy Maxie's. John G. Paine, New York, ASCAP general manager, will accompany Mr. Taylor to the Coast meeting.

LOW COST VIDEO Stations Feasible in Small Cities, Says Merryman

EXPANDING statements made before FCC last fall that broadcasters can install and operate basic television units on small initial investments, Phillip Merryman, director of facilities development and research for NBC, predicts that within 10 years "more than 400 cities in the U. S. will have television stations, all operating at a profit." He previously had supported his testimony that video stations could be supported in towns of 25,000 population with cost and operations statements, according to Radio Age.

Mr. Merryman believes television programming can be started in a small way, expanding as receivers and sponsors increase. Simple productions, as outlined by Mr. Merryman, require only one control operator and an announcer, with cameras and lights in fixed positions and performers using specific areas. Such initial arrangement would include two 16 mm movie projectors.

These low-cost operations are important, he believes, in order to carry the art through the development stage. He states that broadcasters are willing to pay a fair price for contributed services during development of the art, but warns that if supporting costs are lifted so high that resources are threatened, the industry will face a serious situation.

WPAT Over-Successful

WPAT Paterson conducted a spot announcement appeal for blood donors to come to the aid of a four-year-old youngster who was terribly burned and needed a blood transfusion. So many volunteers responded to call that person in charge of the pediatric ward at Barnert Hospital, where boy is hospitalized, phoned station to stop further announcements because enough donors had responded and calls were swamping hospital switchboard. Last report indicates child has excellent chance for recovery.

XUM

News

(*Continued from page 15*)

must be completely divorced from the program department and handled solely by experienced newsmen.

"If that is done, radio can yet be the tremendous social force it now pretends to be. If that's not done, radio will continue to be a hell of a fine medium for selling soap and cigarettes."

Must Be Interesting

Exemplifying a larger station outlook, Don Taylor, news editor of WLAC Nashville, writes: "Radio news must be kept interesting, informative, and impartial to hold the postwar audience.

"The keynote is interest. Naturally the significant international events will hold the spotlight. But the most important factor in retaining each station's audience will be the proper development and expansion of local and district coverage. So it's essential to keep abreast of home-town and district happenings; and to ask the press services for protection on events elsewhere in the nation that affect the local area.

"Names make news on the air just as they do in print. But double-accuracy is demanded of the broadcaster. He must not only be sure the name is spelled right with the proper initials: he must be sure it is pronounced correctly as well.

"Careful coverage of local and district news will give any station ample interesting information to replace war news and eventually reconversion news. Almost all of us talk about the weather. It's good conversation on the air, too.

"Next to local, district, and weather news, come human interest items in filling the gap left by the end of the war. A good feature story is better than a mediocre murder or a dull diatribe on politics any day. Human interest material should be used along with local items to keep life in the postwar news.

"Because radio has become an accepted medium for the dissemination of news, it is the duty of the industry to keep the public fully informed, so the listener may know how events are most likely to affect him and his country. The seeds of self-destruction flourish in ignorance.

"Radio owes it to the people it serves to see that misunderstanding of the world around us never again develops in this nation. So always the broadcaster must be careful to provide enough international news to assure that the American public knows the world in which we live. Homefront developments in politics, science, and industry should be given similar full and honest treatment.

"Finally, radio news must remain impartial and unbiased. Broadcasters deserve great credit for fair treatment of the news through the history of the industry to date. Radio can keep the confidence of the public by holding high the banner of honesty.

"The final word: give the people all the news that is fit to air and interesting to hear; try to get the news both first and right; give the listeners the full, honest, colorful picture of the world in which they live. And radio's news audience will increase rather than diminish as the postwar years roll by."

M. L. Nelsen, managing editor of the WHO Des Moines news department, believes "WHO listeners put their faith in us to bring them the story of the war. If they stop listening now it will be because we don't bring them the peace stories they want and consider important.

"We've always stretched an ear beyond the news printers to the people themselves. We have always edited, rewritten and reported the news on an individual story basis. These practices will be continued.

"We've always weighed each news story against the background not only of the people, but also of the world.

"We should go on reporting the people to themselves, using some of the time the cessation of hostilities is giving us for reporting more of human interest features.

"However, we must do all these things with a conscience, cutting off copy when it becomes sheer entertainment for entertainment's sake alone. More than before we shall have to remind ourselves that radio news is a public service.

"Finally, let's do everything we can to build a better service with our present means and get in ahead of the deadlines new radio forms will bring."

New Challenge

Giving CBS' opinion, Paul White, director of news broadcasts, declared: "The end of the war brings a new challenge to the reporting and writing skills of CBS men the world over. No one can yet say exactly what percentage of news will occupy peacetime network schedules, but it is safe to assume that more time will be devoted to news than before the war.

"The news too will be more varied. There is no doubt that through our correspondents abroad we will keep a watchful eye on political developments. But in addition to foreign stories there will be a wealth of domestic events which in one way or another have been neglected.

"Washington particularly should loom large as a news center, especially in the immediate months to come. Problems of reconversion, unemployment, continued rationing —all those things that mean dollars and cents and comfort and security to Mr. and Mrs. America— these are of particular interest and must be reported fully and effectively.

"During war time we have been inclined to receive too much of the news on a hold-for-release basis. The handout has replaced individual initiative. I hope now for return to more competitive reporting."

No More Flashes

Concerned especially with accuracy, William F. Brooks, NBC director of news and special events, has ruled that news flashes will have to be confirmed to get on the air at NBC. In a memo to his staff congratulating it on its coverage of the war, Mr. Brooks said remarkably few mistakes had been made and that he had been considering ways to eliminate those few.

"Hereafter," he wrote, "NBC will not put on any flash, no matter what its origin, unless it has been confirmed by another source or by one of our own news staff. This may result in our being a minute or two behind the other networks with important flashes, but I believe our listeners will be glad to cooperate, so that we can authenticate the news before we put it on the air. In addition, the source of the flash will be used.

"NBC has never placed emphasis on 'scoops' of a few seconds," he concluded, "but we have had plenty of exploits to talk about and will have plenty more in the future without taking chances."

Mutual's director of news and special events, A. A. Schechter is among the most militant.

"The future trends and treatment of news that Mutual will follow now that the war is over are the same that any news organization would follow," he said. "Get the news. Make sure it's accurate. Check it for accuracy again and then get it on the air and get it on fast. P. S. and by getting it on fast it doesn't mean to watch the second hand and be able to report that we beat network X Y & Z by three eyelashes less than one second.

"As far as I know people don't change nor does news change. News may be hotter on some days than others and it may be duller or brighter on succeeding days. All I know is that people read newspapers in the Revolutionary War and the Civil War. I personally took it up—that is reading—in the First World War and I am sure people will, after the war, continue to read papers, and now that radio is here to stay, to also listen. As long as man does things there will be news. And as long as there is news, there will be someone around who wants to hear it. Mutual therefore intends to continue the novel idea of selling more news to additional sponsors. On that premise I intend to continue to wear shoes and neckties during office hours with the hope that our sponsors will ultimately pay for those articles."

ONE MAY BE Miss America! Here are winners in the semi-finals who will compete for the title in Atlantic City Sept. 4. Miss Washington, Dorothy Powell, winner of contest conducted by WWDC, is at left. Perched on TV dolly (r) is Miss New York City, Bess Myerson, winner of WJZ contest. She and New York runners-up were televised by American over WRGB, General Electric video station in Schenectady.

Few Building Permits Are Issued in Canada

WHILE freeze on broadcasting equipment for stations not requiring building construction was lifted in Canada 10 days ago, a survey reveals that the only new stations which have received construction permits are CHUM Toronto and CJAD Montreal, both 1 kw outlets. CJOR Vancouver is receiving new equipment to increase power to 5 kw.

CJAD plans to commence operations in October, according to J. Art Dupont, manager, who resigned last June as commercial manager of the Quebec Division, CBC. CJAD will operate on 800 kc. Station has signed an affiliation contract with CBS for English-language programs.

LOCAL NEWS IS MORE THAN NEWS

WFOY Finds Proper Coverage Builds Audience and Good Will—Plus List of Sponsors

(See stories on pages 15, 78)

WITH its own reporting staff assigned to cover all local news sources and events, WFOY St. Augustine, Fla., finds top programming of local news practical as well as audience-building and holding, according to the CBS 250 w outlet.

General Manager J. Allen Brown, credited with developing the WFOY policy which has built both good will and listening audiences—and sponsors, too—started to take active interest in local news programs in early 1930's. He joined WFOY in 1942.

Extensive schedule of local newscasts and programs now covers "everything big or small" in St. Augustine, as well as county, area and state news in addition to usual national-international events. Programming includes society news, local government, civic committees, clubs, schools, armed services.

WFOY also prepares "WFOY Daily News," printed on legal-size paper and giving published version of broadcast copy. These go to those whose names appear in the news and to others interested.

Interesting note of progress of coverage is story behind reporting of Rotary Club meetings. Up until retirement of recent Rotary president, a newspaper publisher, WFOY reporter had to get news second-hand from the club secretary. New president asked reporter to attend weekly luncheon meetings and cover events as WFOY sees them.

Example of way sponsorship and promotion are tied-in with such programs is *Around the Town*, aired in late afternoon spot and featuring high school activities the whole year. Program is conducted by the most popular senior girl of a local school, elected by students for the assignment. Sponsor is Superior Dairies, which services all of the schools and is one of largest dairies in area.

WFOY management has always stressed good public relations and enjoys "finest of relationship" with the *St. Augustine Record*, with which it claims keen competition. Paper publishes free daily double column of WFOY program listings, usually in center of society page.

New
FIELD INTENSITY
SURVEYS OF
The Nunn Stations
have now been completed.
If you have not received
these coverage maps, write
for your copies.

•Nunn Stations

WLAP, Lexington, Kentucky—J. E. Willis, Mgr.
WBIR, Knoxville, Tennessee—John P. Hart, Mgr.
WCMI, Ashland, Kentucky—Joseph B. Matthews, Mgr.
KFDA, Amarillo, Texas—Howard P. Roberson, Mgr.

Owned and Operated by
Gilmore N. Nunn and J. Lindsay Nunn

J. W. KIRKPATRICK LEAVES WSPA POST

J. W. KIRKPATRICK, assistant general manager of the Spartanburg Advertising Co., owners and operators of WSPA, CBS affiliate in Spartanburg, S. C., has resigned, effective Oct. 1 to become assistant general manager of the Pierce Motor Co., Ford dealers and distributors.

He went to Spartanburg in 1941 as commercial manager of WORD, then owned by the Spartanburg Advertising Co., and later sold under the FCC "duopoly" rule. He has since served as commercial manager for both WSPA and WORD. Upon Walter Brown's being granted a leave of absence as vice-president and general manager of the company to become assistant to Secretary of State Byrnes, Mr. Kirkpatrick was named assistant general manager in charge of WSPA and until its sale, of WORD.

He recently sold the *Piedmont Farm Hour* to the Pierce Motor Co., to promote the sale of cars, trucks, tractors and farm implements. The program will continue under his supervision.

Kinsella Joins Wayne

J. HIXON KINSELLA, former vice-president of D'Arcy Adv. Co., has joined Tucker Wayne & Co., Atlanta, as partner and account executive. Mr. Kinsella had been manager of the D'Arcy Atlanta office since 1932, except two years when he was in the New York office. He had been with D'Arcy since 1927.

WLAT Operating

WLAT Conway, self-styled "newest station" in South Carolina, which started operating July 27 with 250 w on 1490 kc, reports successful operation from the start. Owned and operated by Coastal Broadcasting Co., it is managed by Wally King.

Radar

(*Continued from page 20*)

operating organization, already has set up an experimental radar installation at Winnepeg, and is establishing a very-high frequency ground-to-air communication network on the Montreal-Ottawa-Toronto air route.

So far the Canadian plan has no support from U. S. military and civilian Government agencies. When the FCC announced allocations above 25 mc last May 25, the Interdepartment Radio Advisory Committee concurred in the Commission's findings and those allocations represent the U. S. official views.

In this country Government experts are viewing the Canadian proposal with some alarm. For instance, it was pointed out that in addition to interfering with television, use of aviation radar markers in the 200-225 mc band interfere with important Government frequencies above 225 mc, because of the radar pulse transmissions. It is the view of the majority of U. S. Government planning experts that the pulse type systems should be operated above 1,000 mc.

It is understood that technicians in this country have developed aviation radar marking systems in the 1,000-mc range. On the other hand it was learned that the British still must develop their radar marking system in the higher frequencies and until that time the British Commonwealth wants to allocate the 200-225 mc band immediately.

Such an allocation, however, would have to be made following recommendations of the next World Conference, now tentatively set for 1946, inasmuch as the U. S. already has made its postwar allocations.

Drafted Designs

When the FCC adopted allocations above 25 mc on May 25, manufacturers immediately began to draft designs and arrange plant facilities for the production of equipment in the 200-225 mc band. Television was allocated 198-216, with Government services at 216-220 and amateurs, 220-225. From 225-328.6 mc the FCC allocated military and Government services, reserving adequate channels for civil aviation. Navigation aids (such as radar markers) were allocated in the band 960-1145 mc and upward.

Three months have elapsed since the final allocations above 25 mc were announced and U. S. manufacturers are well on the way to turning out equipment. If the 200-225 mc band now were converted to aviation radar markers, it would be a serious blow to television in this country and to manufacturers.

So far the American Government has taken no action in the Canadian proposal, although it is expected that this country will vigorously protest the international allocation of 200-225 mc for aviation radar markers.

Manufacturers and technicians are expected, also, to rush development of an aviation radar marker system in the 1,000-mc region so that the U. S. will be ready with a counter-recommendation at the World Conference. Television interests also likely will register protests over the Canadian plans.

New Vinyl Record Developed by RCA

First Output to Be Confined To $2 Red Seal Recordings

A NEW nonbreakable high-fidelity home phonograph record, developed by RCA Victor after 11 years of research, was demonstrated last Wednesday in New York. Record is a disc made of a vinyl resin plastic material much like that used in transcriptions, which the new disc resembles in quality of tone and lack of surface noise.

J. W. Murray, general manager of RCA Victor Record Division, said expensive albums will not now be lost through breaking of one record. New discs, called Red Seal de luxe records, will be confined to newly-recorded musical works, with one record released monthly, retailing at $2, double the price of the standard Red Seal record.

No Filler Required

First of the new discs, on sale about Oct. 10, is a Boston Symphony performance of Richard Strauss' "Till Eulenspiegal's Merry Pranks".

H. I. Reiskind, chief engineer of RCA Victor Record Division, explained the new formula which does not require the mineral filler used in shellac discs, reducing surface sound. Transcriptions and v-discs are thin, he explained, whereas phonograph records must be of standard thickness for automatic recording changers.

RCA Victor will continue to produce shellac Red Seal and popular records, Mr. Murray said. Extensive list of newspapers on Sept. 2 will carry descriptive ads and on Oct. 7 will announce records are on sale. RCA's network and local broadcasts will also be used.

NAEB Convention

ANNUAL convention of the National Assn. of Educational Broadcasters will be held in the LaSalle Hotel, Chicago, Sept. 17-18, A. James Ebel, executive secretary, announced. On the agenda will be the forthcoming FCC clear channel hearings, surplus property availability, FM operations, new equipment and election of officers. Manufacturers interested in attending an open session on new equipment may write Mr. Ebel, U. of Illinois, Urbana. Officers of NAEB are: Harold A. Engel, WHA Madison, president; Gilbert D. Williams, WBAA West Lafayette, Ind., vice-president; W. I. Griffith, WOI Ames.

KANSAS CITY IS A

KOZY

MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD, *General Manager*

ELIZABETH WHITEHEAD, *Station Director*

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

IN 1944

Per capita Retail Sales more than 3 times the national rate, but . . .

POST-WAR

means more local employment, higher family incomes and increased sales in this area where . . .

90.2%

of the people listen most to . . .

DEL-MAR-VA'S OWN VOICE
WBOC
RADIO PARK-SALISBURY, MD.

Ask for our coverage map, current market data and availabilities now!

SPEAK CONVICTIONS, PRICE TELLS RADIO

FREE speech was maintained in the United States during the war because "editors and broadcasters were willing to cooperate loyally and effectively with their government in the one vital endeavor of restricting dangerous military information," Office of Censorship Director Byron Price told a luncheon meeting in Washington Friday of the National Assn. of Broadcasters and the U. S. Junior Chamber of Commerce in an address carried on Mutual.

Special Jeopardy

"It betrays no secret to say," he continued, "that if the experiment of voluntary compliance had failed, advocates of compulsion were ready to take the field without a moment's delay. Radio stood in special jeopardy because it was talking day and night to listeners outside our borders."

Mr. Price indicated his awareness that "all dangers to free speech do not result from wartime restrictions." He declared, "Many broadcasters are apprehensive that government peacetime regulation may go beyond the necessities of physical control. It is fitting and in the tradition of a nation devoted to free speech that the broadcasting industry should speak its convictions on that subject and should not surrender to a complex of inferiority."

Pellegrin Back To Post With NAB

Avery Is to Open Station Rep. Offices on Sept. 15

LT. COL. FRANK E. PELLEGRIN returns shortly to the NAB as Director of Broadcast Advertising, a post from which he was granted leave in July 1942 to accept a commission in the Army. During his war service Lewis H. Avery has been Director of Broadcast Advertising.

Col. Pellegrin

Mr. Avery leaves NAB Sept. 15 to open his own station representative offices in New York and Chicago. Col. Pellegrin, soon to start terminal leave, will take over his former post at the expiration of his leave.

Col. Pellegrin, former general sales manager of Central States Broadcasting system, Omaha, then licensee of KOIL, KFAB and KFOR, was named NAB Director of Broadcast Advertising April 1, 1941 after an outstanding record in Omaha and Nebraska advertising circles.

In July, 1942 he was granted leave to become a captain in the Army and was detailed as executive officer of the Radio Branch, War Dept. Bureau of Public Relations, under Col. E. M. Kirby, chief, former NAB public relations director. In early 1943 he was promoted to major and went overseas, where he distinguished himself as public relations officer in the Anzio, Elba, Southern France and Southern Germany campaigns.

As operating executive officer of the Sixth Army Group in the European Theater, Col. Pellegrin was promoted to lieutenant colonel in October 1944. He returned to Washington shortly after V-E Day and was assigned to Army Ground Forces public relations. Col. Pellegrin was mentioned as executive vice-president of NAB when Justice Justin Miller was elected president, but the former Director of Broadcast Advertising declined to consider the post, electing to remain in the Army until after the Japanese surrender.

Associated with Mr. Avery in his new station representative business will be Bernard G. Timothy of Free & Peters, who becomes Chicago manager of the Avery office, and Arthur McCoy of the Free & Peters New York office. Mr. Avery takes to his new firm the Marshall Field account, WJJD Chicago and WSAI Cincinnati, upon expiration with Paul H. Raymer & Co. Oct. 1.

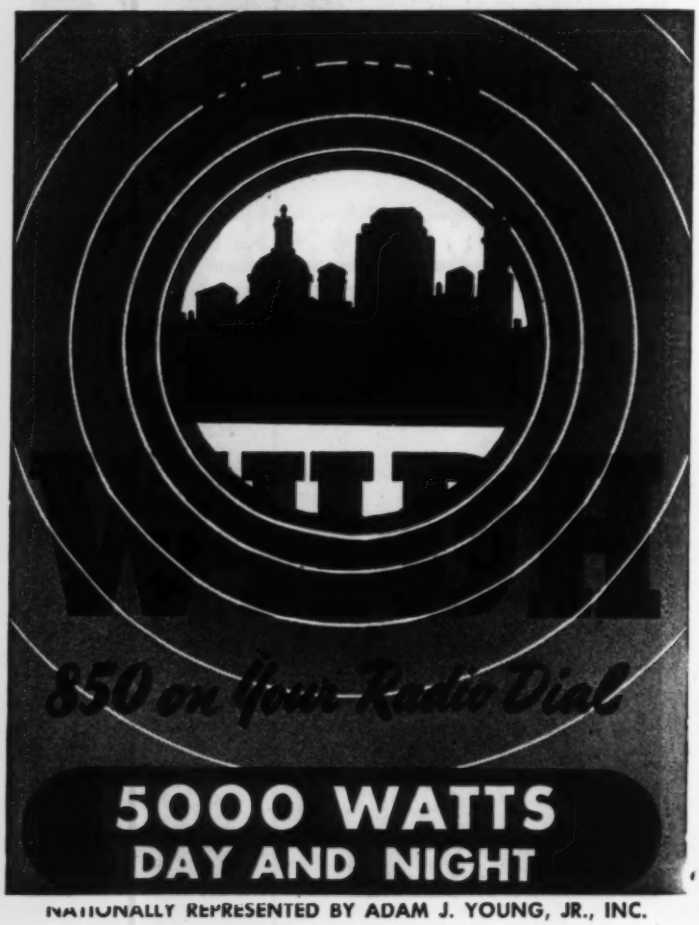
When Mr. Avery joined NAB he was account executive with Free & Peters, Chicago, and previously had been director of sales of WGR-WKBW Buffalo. He had been with the Buffalo stations since 1932. He became interested in radio in 1917, operating a small station prior to the advent of general broadcasting. In 1926 he joined WGY Schenectady as announcer and production man and later became publicity man for General Electric. In 1928 he went with the Mohawk-Hudson Power Corp. as assistant advertising manager, and two years later joined BBDO New York as radio account executive. Mr. Avery has purchased a home in New York.

PRICE REPRESENTS TRUMAN IN REICH

BYRON PRICE, director of the Office of Censorship, will leave for Germany this week as President Truman's personal representative "to survey the general subject of relations between the American forces of occupation and the German people."

The President's letter to Mr. Price informing of the appointment authorizes him to visit any place he may deem necessary for the purpose and requests that a report and recommendations be submitted at the end of the assignment, the duration of which is at Mr. Price's discretion.

In his absence from Censorship, which is in the process of being dissolved at the suggestion of Mr. Price, Ted Koop, assistant director in charge of press relations, will serve as deputy director.



NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

RELIGIOUS TRANSCRIPTION LIBRARY

Designed for Better Programs

130 NUMBERS in Basic Library

10 NEW NUMBERS Each Month

WIRE FOR AUDITION DISC

Instrumental, Vocal, All Types
Nationally Known Radio Artists

COSTS ONLY $15 A MONTH

CAMPUS CHRISTIANS
Sacred Recordings

XUM

Sigmon

(*Continued from page 17*)

when Maj. Sigmon organized French radio factories to turn out the necessary equipment. (EDITOR'S NOTE: *The name SigCircus was derived from the Signal Corps, not Sigmon, although it might have been appropriately named for him.*)

Starting in June 1943, Maj. Sigmon was placed in charge of installing broadcast transmitters and wire lines for American Forces Network in United Kingdom. Within six months 13 stations were operating for American troops. Lacking enough transmitters, he modified available equipment and by February, 1944, AFN was serving 90% of American forces in United Kingdom.

According to Gen. Bickelhaupt, "The purely American programs, supplied by this system, were a primary factor in maintaining at its consistent high level the morale of U. S. invasion troops poised in the British Isles awaiting D-Day."

Maj. Sigmon on Feb. 1, 1944 was named Officer-in-Charge, Radio Engineering Section, Communications, APO 887, and held this responsible position for more than a year. During this period the signal organization set up by the Signal Corps was strengthened and expanded in England, Scotland, Wales and Northern Ireland, thus extending signal facilities to troops staging and training in the United Kingdom and between these forces and the War Dept.

Invasion Launched

During these months the Allies planned and launched the invasion of Europe. This factor, according to Gen. Bickelhaupt's recommendation, caused ETO organization and plans to become extremely fluid, requiring continual changes in the system. He credits Maj. Sigmon with "greatest possible assistance in the establishment of this signal system, in the training of radio personnel and in the maintenance of Signal Corps equipment upon which success of Allied invasion forces so largely depended."

Throughout the advance planning for the invasion Maj. Sigmon selected sites and directed installation of high-frequency and very-high frequency radio installations for the Signal Corps in the United Kingdom. This included the communications system which carried first news of the invasion by voice, radioteletype and radio photographs "and which efficiently handled the subsequent traffic".

Starting in August, 1944, Maj. Sigmon was engaged in planning radio facilities in Paris. He entered the city two days before final capture, selected sites for transmitters and receivers. Eight transmitters built by the French for the Germans were utilized and immediate communications to the United Kingdom and War Dept. were established by using Eiffel Tower as radio terminal of a very-high frequency radio link circuit to Valognes, France.

One of his notable achievements in Paris was installation of an Army 40 kw multichannel radio circuit. He got the outfit in operation in 23 days despite heavy losses and damage sustained on the Normandy beaches.

On the Record

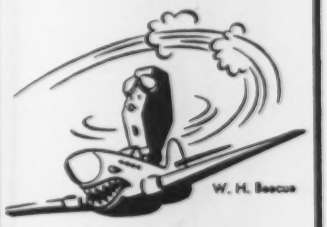
HONEST, we didn't mean to cause such a disturbance when we printed in the Aug. 27 issue of BROADCASTING that Fowler Bros., Knoxville, was celebrating its 350th newscast on WNOX. In the first place, our copy should have read 3,500. But our readers seemed to take the extra zero for granted and wrote in to top it. Beckley Smith told us he had done almost 3,500 consecutive newscasts for Kaufman's store on WJAS Pittsburgh. The same day KGLO Mason City, Ia., WING Dayton and KPLT, Paris, Tex., all submitted records in the three thousands. *Then* Mr. B. Smith wrote back to inform us his figure should have been 6,500, not 3,500. So far, that's our latest. Any toppers?

Capt. Finch, on Inactive Status, Returns to Firm

CAPT. W. G. H. FINCH, USNR, at his own request has returned to inactive duty and will assume the presidency of Finch Telecommunications Inc., Passaic and Clifton, N. J. He also will resume construction of WGHF, FM outlet, an organization separate from his telecommunications industry. Capt. Finch reported for active Navy duty Dec. 1, 1941, as a lieutenant commander, and was assigned to head the Countermeasures Section, Bureau of Ships.

Capt. Finch

He was responsible for electronics research and development of a highly classified nature and is credited with having furnished the U. S. Fleet with many basic and important equipments and systems. Capt. Finch also was a member of the Joint and Combined Countermeasures Committees, Joint and Combined Chiefs of Staff. He assisted in preparations for D-Day. In private industry Capt. Finch is widely known for his development of facsimile. At one time he was FCC assistant chief engineer.



W. H. Beecue says:—

I NEED

an alert, experienced announcer. Control operation required.

This is an unusual opportunity for a postwar future with one of radio's top 250 watters.

Reply with full particulars. Bob Alburty, Manager.

WHBQ

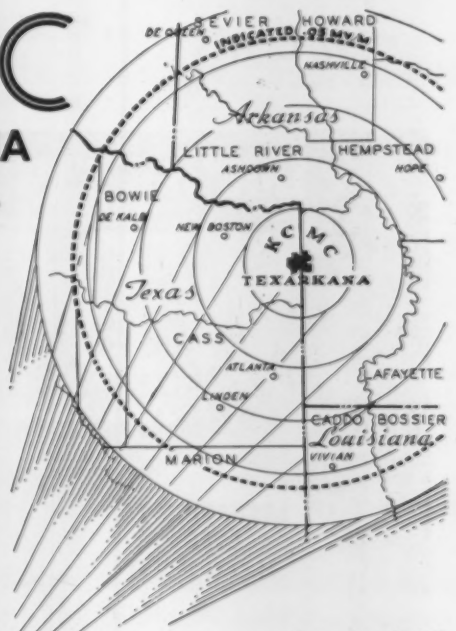
Your MUTUAL Friend

Hotel Gayoso, Memphis, Tenn.

KCMC

TEXARKANA U. S. A.

- **AMERICAN**
- **MUTUAL**



Income in the vast Texarkana area is the largest in History. Reach this rich market (populated by 416,000 people) via KCMC.

Resources—Agriculture, livestock production and marketing, railroads, 52 industrial and 2 war plants, adequate retail and wholesale markets, and a vast supply of high quality natural gas from nearby oil fields for industrial and domestic uses.

For information and availabilities, write or wire Frank O. Myers, Manager KCMC, Texarkana, U. S. A.

CRYSTALS

HOLLISTER CRYSTAL CO.

Boulder Colorado

QUARTZ OSCILLATORS SINCE 1927

Hon. Harry Johnson
Campbell-Mithun, Inc.
Minneapolis

Dear Harry:

Funny, isn't it? After years of saying "after the War . . . after the War . . ." it's suddenly—after the War! Folks are just beginning to realize it's true. "Course to lots of folks it isn't true till Johnny really comes marchin' home again. Gradual like, changes are boiling to the top. Girls in the office here whose husbands are overseas still grab for their mail anxiously, but not with that fearful tenseness. Letters from some of our ex-announcers and salesmen and engineers sound like they'll be with us again soon. We can welcome visitors to the studios again. Miss 580'll have another picnic—the first since the beginning of the war. Yep, there are changes alright, but some things'll never change, leastwise not here at WCHS . . . the fun we have working together, the satisfaction we all get in serving our faithful listeners . . . these are solid, unchanging things—the things that make "WCHS, Charleston, W. Va." more than just an identification. Pretty fancy talk for Algy? Well . . . we all talk that way sometimes, don't we, Harry?

Yrs.,
Algy

WCHS
Charleston, W. Va.

Porter

(*Continued from page 15*)

grand music?" he asked. "You should make known what you want and those who are the licensees and have custody of public franchises of the ether will be responsive to your desires."

Chairman Porter declared that "management of our broadcasting systems will agree that by and large the public receives over the air not necessarily what it wants but what it doesn't complain about." He then urged listeners, if they like programs, not to write to Congressmen and the FCC but to stations, networks and sponsors. If they don't like certain programs they should complain to the stations, networks and sponsors.

"The American system of broadcasting is democratic and a democratic system presupposes certain free choices," his prepared speech said. "Stations always get a renewal of their franchise unless somebody complains about it with great vigor and then they usually get it anyway. It is the theory of the American system that the people are the arbiters and final judges. I doubt whether, as far as our radio services are concerned, that this has worked in practice."

He referred to the Commission's recent inquiry into the overall performances of particular stations and said the FCC had been charged "with attempting to usurp power which belongs to the listeners". He ventured that "indifference has characterized the attitude of most listeners."

"We at the Commission want to encourage various groups and individuals to express their views about the services which you receive through your radio," Mr. Porter said. "The democratic way is to stimulate such discussion, including both criticism and approbation."

Praises War Record

He paid tribute to broadcasting for its "great record of achievement during the war and before", adding, "one of the things we have been fighting for is the right of criticism—criticism of our Government, our broadcasting system, the taxicabs, the corner grocer and the top sergeant. My principal concern is whether this freedom to criticize has been effectively exercised in radio. It will be a healthy thing for this to be done."

Chairman Porter predicted a nationwide television system in the future and the opening of new frontiers in the electronics field.

"The important question, to my mind," he said, "is whether we can match the ingenuity of the scientists and explore and develop new techniques which will make effective use of that which they have created. In short, can our social sciences, our political systems and the art of human relationships keep pace with the new technology? Television, FM and yes, the atomic bomb, have made that question supreme in our time."

OWI

(*Continued from page 15*)

said: "To the fullest possible extent, American private organizations and individuals in such fields as news, motion pictures and communications will, as in the past, be the primary means of informing foreign peoples about this country. The Government's international information program will not compete with them."

President Truman said: "The domestic work of OWI, such as cooperation with the press, radio, motion pictures and other informational media in explaining governmental programs is no longer necessary as it was. This order discontinues these activities and provides for the liquidation of OWI.

"Hereafter each Government agency will deal directly with the various private informational facilities. Certain prewar information activites, placed in the OWI as a wartime measure, such as publication of the United States Government Manual and answering inquiries from the public, are transferred by this order to the Bureau of the Budget."

No Clearing Agency

The President's order means that effective Aug. 31 there will be no central Government agency for channeling announcements and special programs. Stations in the future once more will deal directly with the numerous agencies as they did prior to creation of the old Office of Facts & Figures, predecessor of OWI.

"In its domestic activities, OWI has performed an invaluable service in coordinating the Government's wartime information and in utiliizng the generous contribution of private press, radio, motion pictures, advertising and other facilities to inform the American people about their Government's wartime programs," said the President's statement. "Although it is now possible to curtail wartime governmental information activities, some of our foreign information operations will continue to be necessary."

President Truman said he had asked Secretary of State Byrnes to study the foreign informational needs of the U. S. and to "formulate during the remainder of this calendar year, the program which he considers should be conducted on a continuing basis."

President Truman paid tribute to both OWI and the OIAA in their respective work. Of OWI he said: "This agency and its able personnel, under the leadership of Elmer Davis, have made an outstanding contribution to victory."

Assist Private Business

The President said the Interim International Information Service will be designed to assist American private enterprises "engaged in the dissemination of information abroad, and to supplement them in those specialized informational activities in which commercial or other limitations make it difficult for private concerns to carry on all necessary information work."

The Service shall be administered as a separate entity of the State Dept. Secretary Byrnes may transfer from the Service to such agencies of the State Dept. as he shall designate or establish, any function of the Service, and Secretary Byrnes may terminate any function of the Service he sees fit.

OWI Bureau of Special Services is transferred to the Budget Bureau for review of publications of Federal agencies, together with personnel, records and property necessary to permit the Budget Bureau to complete its survey.

Any remaining functions of OWI are abolished as of Sept. 15. The Director of War Information shall "proceed to wind up the affairs of the office relating to such abolished functions," according to the executive order, pending complete dissolution.

this is
WDOD
20th YEAR
ACCORDING TO EVERY HOOPER
the *outstanding* CHOICE OF CHATTANOOGA LISTENERS
***the* STATION IN Chattanooga**
CBS
5,000 WATTS DAY AND NIGHT
PAUL H. RAYMER COMPANY NATIONAL REPRESENTATIVES

First on New York's Dial...570
wmca
America's Leading Independent Station

XUM

Zacharias

(*Continued from page 16*)

reaction from Tokyo in the form of an announcement that Prince Takamatsu had been named proxy for the Emperor to visit the Shrine of Imperial Ancestors at Ise. To those in the know that signified one thing—the Japs had heard and were profoundly influenced.

In his first disc Capt. Zacharias addressed "those who have Japan's interest at heart". Knowing intimately the Japanese and U. S. military potential, he told them defeat was inevitable and their empire was crumbling. They were told that the Japanese leaders' message to the people—Victory or Extermination—was false because they had not been told the facts.

Commanding the respect of official Tokyo, Capt. Zacharias promised to give only facts and started reminding them that time was running out. He mentioned his familiarity with leading Japanese, from the royal family down, and referred to their special war roles.

President Truman's V-E statement to the Japanese was read and the Japanese were told they could choose between a wasteful and unclean death or peace with honor.

Heard English Version

English version of broadcasts was official, they were told, a device to avoid misunderstandings caused by translation. Japanese version was given unofficially.

Subsequent broadcasts continued the theme of program No. 1, tracing wartime developments, outlining the catastrophe that was engulfing the nation and threatening "complete and utter destruction", a phrase that perhaps convinced the Japanese some mysterious weapon was to be used against them.

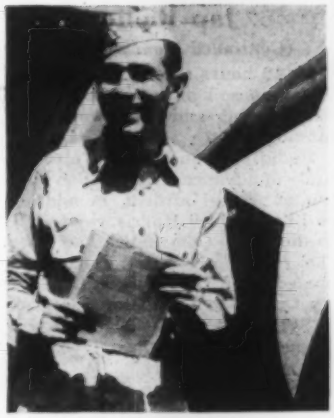
Then three weeks before Potsdam came the message from Japan, beamed at this country in English and Japanese: We are ready for peace if the terms of the Atlantic Charter apply. The Potsdam declaration offered them such a peace and eventually they accepted.

The achievement of the "little group" drew praise from Fleet Admiral E. J. King, who credited Capt. Zacharias with good work in making Japan see the light and in bringing about surrender.

Capt. Zacharias recalls listening to Tokyo Rose from the carrier that released the Doolittle flyers. Tuned to the famed female voice a few hundred miles from Japan itself, he heard her refer to a rumor that a foreign plane had been seen over Tokyo and then follow it up with the flat statement that it couldn't be done.

The next day it was done, and Tokyo Rose was unable to speak on the air. Radio Tokyo, though, asked for blood donors. Often Tokyo Rose criticized Capt. Zacharias after his peace broadcasts started.

The Japanese, needing moral support and having difficulty making up their minds, can be guided in peace as they were in war, Capt. Zacharias believes. Radio's potent voice can accomplish another miracle, he feels.



LT. ORIN TOVROV, USNR, Chicago radio writer, with carrier-based plane in which he flew on five Okinawan missions as observer.

W9XZV Returns to Air

ZENITH Radio Corp. television station W9XZV Chicago has returned to the air after an absence of several months with a three-hour schedule of programs. The station operates on the 50-56 mc band, using a video frequency of 41.25 megacycles. Antennas are polarized and sound is on FM. Zenith is conducting experimental tests on technicolor television now since receiving a license from the FCC to operate a 500 megacycle transmitter, according to E. F. Classen, program director.

Bus Communication

INTERCITY Bus Radio Inc., Chicago, division of National Assn. of Motor Bus Operators, has filed application with FCC for two frequencies between 30-40 mc for two-way radio communication for 100 Chicago buses. Plans contemplate 250 w transmitter in downtown Chicago, each bus to be equipped with 50 w transmitter and receiver. FM will be used.

Col. Charles H. March, FTC Commissioner, Dies

COL. CHARLES H. MARCH, 74, vice-chairman of the Federal Trade Commission, died last Tuesday of a heart condition at his apartment in the Shoreham Hotel, Washington.

Col. March had been with the FTC since his appointment in 1929 by President Coolidge. Under the yearly rotation system at the FTC, he was scheduled to become chairman in January, a post he had held three times before.

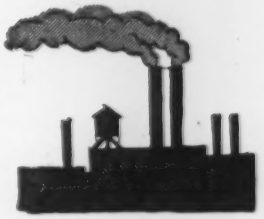
A Republican member of the bipartisan commission, he had managed Coolidge's campaign in 1924 in his home state, Minnesota, where he had been a lawyer and banker. President Roosevelt reappointed the colonel twice, his present seven-year term running until 1949.

The death of Col. March will mean the first new appointment to the FTC in 10 years. Robert E. Freer, also a Republican, was the last commissioner appointed in 1935. Mr. Freer's term expires next month.

Knox Starts 'Nebbs'

KNOX Co., Los Angeles (Cystex), on Sept. 9 starts *The Nebbs* on MBS stations, Sunday, 4:30-5 p.m. (EWT). Based on the newspaper comic strip, series is produced by Wally Ramsay for Raymond R. Morgan Co., Hollywood agency, servicing account.

FACT or FICTION?



Q. Much U. S. electricty comes from coal.

A. *Fact.* More than 50% is generated from coal.

It's a Known FACT *that*

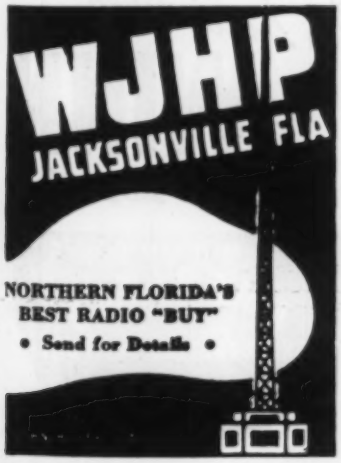
WLAW

LAWRENCE, MASS.

has a greater listening audience than there are people in the entire state of Rhode Island.

5000 WATTS 680 Kc.

NATIONAL REPRESENTATIVES:
WEED & CO.



Again Available Without Priorities
LINGO
VERTICAL TUBULAR STEEL RADIATORS
Prompt Shipment From Materials In Stock
Your post-war plans take a decided spurt now that Lingo Radiators are priority-free! Because of the limited amount of materials on hand, production must be concentrated now on radiators not exceeding 250 ft. in height. Regardless of whether you are ready to install now or not—order your Lingo Radiator now. It will be constructed on a first-come, first-served basis and delivered when you want it.
Place Your Order NOW!
Please include in your inquiries the radiator height required and approximate site, so that complete quotations can be made immediately, covering the radiator itself and its subsequent erection, when so desired.
JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, NEW JERSEY
LINGO VERTICAL TUBULAR STEEL RADIATORS

Jap Radio

(*Continued from page 16*)

than 12 hours after the arrival on Japanese soil as a result of careful planning and rapid work after landing.

Radio personnel in first airborne units of advance GHQ echelon landing at Atsugi airfield, in addition to Lt. Col. Jack Harris, chief, PRO Radio and Communications Section, Gen. MacArthur's staff, included Capt. L. A. Pierce, Lt. Stanley Quinn, 2d Lt. Victor Campbell, S/Sgt. Gilbert Staples, T/Sgt. Bill Berns, Corp. Stephen Johnston, Pfc. Robert Stewart.

This crew set up radio studios at Yokohama with land lines to JOAK (50 kw Radio Tokyo) and thence to the transmitter site, working direct with RCA. Landing Aug. 29 at 8 p.m. (EWT) the crew was ready to transmit voice via Radio Tokyo eight hours later, waiting four hours longer for opening of networks and news schedules. William Dunn, CBS; Merrill Mueller, NBC; Don Bell MBS, and Jack Hooley, American, were first on, in that order. Howard Pyle and Russ McConnell followed for NBC and Zegri for NBC South America.

The crew expected to move into Radio Tokyo studios immediately after surrender. Press copy is being moved via RCA and Mackay, with Japanese crews who understand international Morse code but do not speak or read English. Their speed was described as remarkable. Radio Tokyo was operated by Jap crews aided by interpreters.

Mr. Mueller met famed Tokyo Rose, describing her as a modest little woman who just looked on as he entered a building.

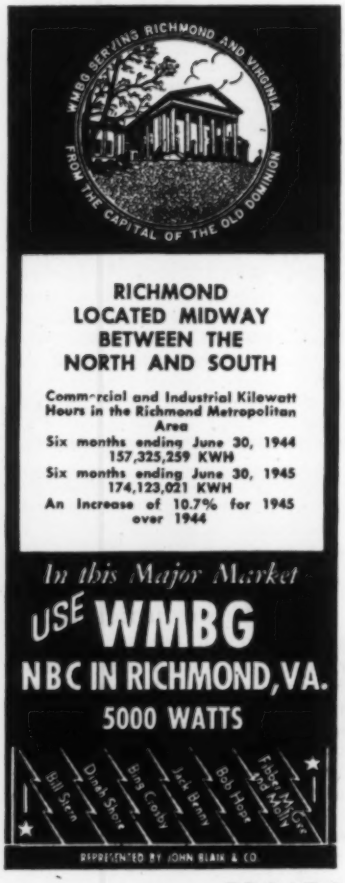
From the Beach

First broadcast from inside Japan since Pearl Harbor was made at 7:17 p.m. (EWT) Wednesday by George Thomas Folster of NBC from the landing beach where the U. S. Marines were beginning their occupation of Japan. His broadcast got through to NBC after an attempted broadcast by Webley Edwards of CBS at 6:45 p.m. had been stopped by censors at Guam for security reasons. Edwards got on at 7:35 p.m. in a pooled broadcast that opend with Larry Tighe, American correspondent, and included Folster as well. CBS broke into its *Ellery Queen* program to bring its listeners this pooled broadcast, which American carried on the Pacific Coast only and which NBC and Mutual did not take at all.

A little more than an hour later, at 8:45 p.m., Frederick B. Opper of American described the landing of occupation forces at Atsugi Airdrome outside Tokyo, from which Irving Waugh of NBC reported at 10:30 p.m., and Jack Mahon of Mutual at 11:30 p.m. At 3 a.m. (EWT) Opper flashed word of the arrival of Gen. MacArthur at Atsugi, which was carried by American on the Pacific Coast at midnight (PWT).

During Wednesday evening, NBC broadcast a report of Marine landings by Folster and a ship-to-shore conversation between Folster and Robert Shaplen and Joe Hainline aboard the U. S. S. *Iowa*. Tighe on American described the preliminaries to the surrender of the naval base near Yokosuka to the American Navy and later toured Yokosuka on a truck with a mobile transmitter, from which he broadcast an account of the reaction of Japanese civilians to the American occupation. On NBC Hainline broadcast from the truck on which he rode to Yokohama an exclusive report of the evacuation of 800 Allied prisoners of war to the hospital ship *Benevolence* in Tokyo Bay.

At 8:01 a.m. Thursday William


WMBG SERVING RICHMOND AND VIRGINIA FROM THE CAPITAL OF THE OLD DOMINION
RICHMOND LOCATED MIDWAY BETWEEN THE NORTH AND SOUTH
Commercial and Industrial Kilowatt Hours in the Richmond Metropolitan Area
Six months ending June 30, 1944 157,325,259 KWH
Six months ending June 30, 1945 174,123,021 KWH
An Increase of 10.7% for 1945 over 1944
In this Major Market
USE WMBG
NBC IN RICHMOND, VA.
5000 WATTS
Bill Stern
Dinah Shore
Bing Crosby
Jack Benny
Bob Hope
Fibber McGee and Molly
REPRESENTED BY JOHN BLAIR & CO.

J. Dunn of CBS made the first broadcast by a United States correspondent over Radio Tokyo, which has been taken over by the U. S. Army. He spoke from the station's main studios in Yokohama and broadcast on CBS as part of the network's 8-8:15 a.m. *News of the World* program. Merrill Mueller also broadcast from the same studio two minutes later on NBC's *World News Roundup*, also aired 8-8:15 a.m.

Jack Hooley was heard via Radio Tokyo on American at 8:30 a.m., and Don Bell on Mutual, 9:07-9:12 a.m., followed by Bob Brumby, also on Mutual, 9:30-9:34 a.m. At 10:30-10:35 a.m. Jack Mahon reported to Mutual from the *Iowa*.

News

ROBERT BELLAIRE, American commentator and former UP editor in Tokyo, has been appointed Far Eastern editor of Collier's. He is scheduled for a quarter-hour weekly commentary from Tokyo on American.

KRAMER ADAMS, announcer with KROY Sacramento, recently discharged from the Army, is now KROY news editor.

ARTHUR MANN, MBS foreign correspondent, has been named acting head of the network's London office. He succeeds John Steele, who has held the post since 1935.

BILL HENRY, CBS news analyst, celebrated 500th broadcast Aug. 24 of his 8:55-9 p.m., 5 weekly show, on CBS for Johns-Manville Corp., New York. Agency is J. Walter Thompson Co., New York.

JAMES R. (Dick) BRITE, former news editor of WIOD Miami and news writer at WLW Cincinnati, has joined the news staff of American.

MERRILL MUELLER, NBC Pacific war correspondent, has been named chief of Pacific operations by William F. Brooks director news and special events department. Mueller was scheduled to lead NBC staff reporters into Japan to cover surrender terms and occupation.

HENRY C. CASSIDY and **DON HOLLENBECK**, NBC commentators, have been appointed NBC bureau chiefs in Paris and Berlin respectively. Mr. Cassidy will also be in charge of the network's continental staff under Stanley Richardson, London manager.

JIM McLEAN, magazine editor NBC press department, is the father of a daughter, Sharon, born Aug. 22.

4,955,144 spindles spinning VICTORY

...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.

WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

HEATTER AT HEAD OF NIGHT PROGRAMS

(*See earlier story, page 42*)

GABRIEL HEATTER (Tues. & Thurs.) topped all nighttime commercial network shows in the Aug. 30 C. E. Hooper Inc. report, with a rating of 11.8. Others in top 15 are Mr. District Attorney, 11.6; Walter Winchell, 11.5; H. V. Kaltenborn (MTWT) and Richard Harkness (F), 11.3; Phil Harris, 11.2; Screen Guild Players, 10.8; Beulah Show, 10.6; Your Hit Parade, 10.5; Saturday Nite Serenade, 10.1; Lowell Thomas, 9.9; Take It or Leave It, 9.9; Can You Top This, 9.8; We, the People, 9.4; Man Called X, 9.3; People Are Funny, 9.2.

Average ratings for Aug. 30 are 6.1, compared with 5.7 for the last report and 5.8 for the same time last year. Average sets-in-use covering the period was 21.4 as compared with the last report of 19.1 and last year's of 20.1. Available audience for this report was 68.9, last report being 71.3.

Wayne King had the largest number of women listeners per listening set with 1.65. Boxing bout [Janeiro vs. Greco] and *Philco Summer Hour* were tied for largest number of men listeners per set with 1.07. The latter show had the highest total audience per listening set with 3.03, and *Lone Ranger* had the most children listeners per set with 1.05.

BALTIMORE'S *Listening Habit*

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, President — GEORGE H. ROEDER, General Manager
FREE & PETERS, Inc.
Exclusive National Representatives

SALESMAN OF THE YEAR

FULTON LEWIS, JR. is a time buyer's dream . . . a proved feature, heard on more stations, by more people than any other news commentator. No wonder, then, that Lewis is the most widely sold "cooperative" on the air—with 171 local sponsors. There are still a few availabilities for you to add your name to the list—

Originating from WOL, Washington, D. C.

Wire, phone or write to
Cooperative Program Department

MUTUAL BROADCASTING SYSTEM
1440 Broadway, New York 18, N. Y.

Veterans School

TO INDOCTRINATE returning war veterans with radio foundamentals, Perry Ward, Hollywood m.c. of American *What's Doing Ladies?* has set up plans for a university of radio with cooperation of networks, stations and motion picture studios. Further purpose will be to find jobs in radio for ex-servicemen. Don Searle, American western division vice-president; Bill Randol, production manager of Don Lee Broadcasting system, and Bill Ray, program director of KFWB Hollywood, will aid in providing facilities for schooling former G I's, with Republic Productions Inc., first of film studios to participate in the project.

Chicago Stations, Agencies Wondering About Fate of Newscasts as War Ends

WHAT WILL happen to newscasts with its chief source of fresh copy —the war—at an end?

That's the problem causing lamps to burn late into the night in Chicago radio stations and agencies, even though so far only a few newscasts have been replaced by sponsors.

Station managers themselves are frank to admit that interest in international news—with the exception of the Jap occupation story—is beginning to wane as indicated by a surge in Hooper ratings on daytime serials and musical shows. But most stations and net outlets will continue to offer news until notified by sponsors to figure out a replacement.

So far only newscasts to drop by the wayside since V-J Day are Alex Drier (NBC) and three CBS shows, *Service to the Front, First Line,* and *America in the Air,* all sponsored by Wrigley. Only replacement has been on *Service to the Front,* with the *Barry Wood Show* taking over that Tuesday night spot.

Sees Comedy Trend

Frank P. Schreiber, general manager of WGN, believes that when foreign news coverage drops off the trend will be for comedy programs. But, he adds, biggest headache there is finding writers who can sustain a series. One-shotters are easy to find but past experience shows this type of program the hardest to keep going for 13 weeks.

American officials are preparing for just such a letdown on foreign news and locally originated "news analyst" shows by planning new musical variety programs and concentrating on local and national news coverage for newscasts that are renewed.

First step in this direction is American's query of outlets on its *Headline Editions.* Managers were asked if they would favor a local insert for lead stories to be an integral part of *Editions.* Responses will decide whether this will be put into effect.

That people are definitely tired of war news, foreign names and foreign accents is a motivating force behind WIND's emphasis on recorded and live musical shows, although station will continue to offer five-minute newscasts on the half-hour. Ralph Atlass, manager-owner of WIND, plans to have many of these five-minute spots concentrate on news from Chicago and adjacent areas.

At CBS, Les Atlass, vice-president and general manager, said he anticipates no immediate change in news schedules but that if and when it comes, musical programs will get first place as replacements.

Ade Hult of Mutual believes local and national news will absorb much of the listener interest in world news. He points out as an example Fulton Lewis' coverage of the Washington scene throughout the war years, which he believes will continue to increase now that the war is over.

Agencies are no less concerned with the loss of this great war audience, and radio departments are in the market for new ideas and new shows, particularly scripts, that will give the listener a welcome relief from the grimness of war news.

All in all, it looks very much like there'll be some changes made in program schedules in the very near future.

Caley Returns

CHARLES C. CALEY, who entered the Army in June 1942 as a lieutenant, Army Air Forces, has been released from active duty and returns to his post of vice-president and assistant manager of WMBD Peoria, Edgar L. Bill, president, announced last week. Hugh Boice, former commercial manager, has resigned and is succeeded by Joe Raber, assistant commercial manager. Mr. Caley had been with WMBD since 1934, serving as commercial manager until 1941 when he was elevated to the vice-presidency and assistant managership. He was for five years a member of the NAB Sales Managers Committee.

Mr. Caley

Harry James Leads

HARRY JAMES Orchestra, for the second consecutive season, won first place honors in Martin Block's 18th semi-annual WNEW New York *Make Believe Ballroom* poll. Frank Sinatra and Jo Stafford again were first in the male and female vocalist divisions. Results of the poll were announced Aug. 29 on the program, when it was also announced that about 200,000 votes were cast by listeners during August. Louis Prima's Orchestra was second in that category and Bing Crosby and Dinah Shore were second choices for male and female vocalists.

Market Service

BRINGING MUSIC as well as spot commercials to Los Angeles area super-markets, new wired music service, Storecasting, headquartered at 6000 Sunset Blvd., Hollywood, has beeen organized by Art Croghan, part owner of WJBK Detroit. Installations, requiring about eight speakers to each market, will get their first checking in 30 days, with results tabulated on how on-the-spot advertising affects buying. Standard Radio transcriptions are being interspersed with announcements by Bob Campbell, NBC Hollywood staff announcer. Retaining his interest in WJBK, Mr. Croghan recently resigned as vice-president and sales director to establish himself in Southern California.

South Bend and St. Joseph County War Bond buyers have gone all out to the tune of $3,500.00 per family—that's the average for this banner bond buying county! It's tucked away for the things they haven't been able to buy, but are *waiting to buy!*

And that's not all! South Bend bank deposits have reached an all-time high, in excess of $101,000,000.00. That's 2½ times greater than the so-called boom year 1928.

Tap this mighty reservoir through WSBT. Morning, afternoon and night it's the South Bend area's overwhelming favorite. Send for our latest Hooper and see!

960 K.C.
1000 WATTS
•
COLUMBIA
NETWORK

WSBT
SOUTH BEND

PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVES

KXOK
ST. LOUIS 630 KC.
5000 Watts Full Time
American Broadcasting Co.
Represented by John BLAIR & CO.

Duck Star Dead

"PIERRE", CBS television duck and star on *"The Missus Goes A-Shopping"* program, died suddenly Aug. 28 at the Bronx zoo following a mysterious ailment. An autopsy is being performed by a suspicious zoologist. Pierre is succeeded as co-star with John Reed King on the weekly WCBW program by "Josie", another white South American duck, who made her debut on the program within a few hours following Pierre's death, and delivered a flawless performance.

Guild Elects

RADIO GUILD of Montreal, at its annual meeting, elected following officers and directors: president, Paul L'Anglais, Radio Programme Producers; vice-president, Phil Lalonde, general manager of CKAC; secretary, Hertel LaRoque, McKim Adv.; treasurer, Walter P. Downs, Walter P. Downs Ltd.; Paul Corbeil, CKAC program director; Marcel Provost, Radiomonde; Bernard Goulet, CKAC; Wilfrid Charland, Whitehall Broadcasting; Lucien Theriault, Societe Radio-Canada, all Montreal.

will get a BANG-UP wallop from this little guy

570 on your dial

Want to call on 500,000 listeners in Northeastern Wisconsin and Upper Michigan? You can with WMAM, The Voice of NBC in the North! It's your chance at a new audience because all outside stations "throw in the sponge" when they hit the fortress wall of fading created by iron and other geographic barriers. Located in the heart of this important Great Lakes buying area and on the dial at 570 (time buyers please note), WMAM virtually offers 5000 watt coverage at 250 watt rates. Let our Hooper survey prove this story, write for details.

WMAM

Marinette • Wisconsin

BRANCH STUDIOS IN STURGEON BAY • WIS. IRON MT. • MICH.
JOSEPH MACKIN, Mgr.

Nat'l Representatives: Howard A. Wilson Co. Chicago, New York, San Francisco, Hollywood

Albany Group Seeks WOKO Facilities; Pennsylvania Men File for WAZL

FACILITIES of WOKO Albany, whose appeal from an FCC deletion order is pending in the U. S. Court of Appeals, are sought by a group of Albany businessmen in an application filed Friday with the FCC. In another application filed last week a group of Pennsylvania businessmen seeks facilities of WAZL Hazleton, Pa.

Albany Broadcasting Co. asks a regional in Albany on 1460 kc with 500 w nights and 1 kw days, unlimited operation, same as WOKO. Officers are: Wilson Sullivan, president-director, 100 sh. pfd., 1,710 sh. common, owner, board chairman, Wilson Sullivan Co., real estate dealers; Eugene F. Fitzgerald, vice-president, 50 sh. pfd., 1,660 sh. common, editor *Paper Makers Journal;* Alonzo F. Ruch, secretary-director, president of Interstate Plumbing Supply Co.; David G. Daniels, treasurer-director, 100 sh. pfd., 200 common, president-owner, Tower Construction Co. Nine other Albany businessmen are stockholders.

WOKO was ordered deleted by the FCC on grounds that Sam Pickard, former Federal Radio Commissioner and former CBS vice-president, owned a hidden interest. Station is on temporary authorization pending outcome of appeal.

John W. Grenoble, Joseph L. Maguire, John T. Maguire and Kenneth F. Maguire, doing business as Miners Broadcasting Service, seek the WAZL facilities, 1450 kc and 250 w unlimited power for Pottsville, Pa. All are local businessmen. Application suggests that WAZL, owned by J. Hale and John F. Steinman, be given 1490 kc.

A 1 kw daytime outlet is requested for San Jose on 1010 kc by Santa Clara Broadcasting Co., in which Redwood Broadcasting Co., licensee of KIEM owns 66%. Officers are R. B. Barker, president, (2%), president-director, Santa Clara Creameries; Leon Jacobs, vice-president (2%), president of his own clothing firm; Don O'Kane, vice-president, secretary-treasurer of KIEM, secretary-treasurer of Standard Printing Co., and 50% owner of Eureka Newspapers Inc.; William B. Smullin, secretary-treasurer, President of KIEM, secretary of KUIN Grants Pass, Ore. and NAB director.

James S. Rivers, general manager of WMJM Cordele, Ga., trading as Southeastern Broadcasting System seeks a new standard station on 1490 kc with 250 w unlimited operations at Fort Pierce, Fla.

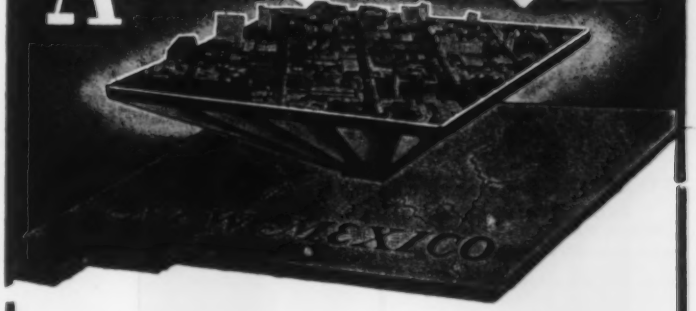
Delivery Service

WHEN RON FRASER, farm commentator of the CBC at Halifax, was homeward bound during the early hours of the morning recently following a script conference, he was startled by the shouting of a householder in his flapping nightgown. Fraser stopped the car, and the citizen in his nightgown asked if Fraser could take his wife to the hospital. Fraser obliged, and delivered the lady at the hospital door before the "blessed event" could happen in the car.

Robson May Remain

WILLIAM N. ROBSON, president of the Radio Directors Guild, is expected to stay in that post despite his announced resignation last week. It is understood that Robson's resignation was simply a gesture which he made because he felt that the Guild should have its top executive located in New York. The Ward Wheelock director is now on the West Coast and expects to remain there for more than six months. Guild spokesmen in New York said Robson's resignation probably will not be accepted by membership poll which will be taken soon.

ALBUQUERQUE



As New Mexico's Major Market

★ KGGM ★

1260 KC. – 1000 WATTS. FULL TIME – COLUMBIA AFFILIATE

POPULATION* 73,327

14 1/10% OF TOTAL STATE POPULATION

BUYING POWER** $90,265

27 1/10% OF TOTAL STATE INCOME

RETAIL SALES** $40,580

22 8/10% OF TOTAL STATE RETAIL SALES

* Source: U. S. Bureau of Census and O. P. A.
** In thousands (000 omitted). Source: Sales Management

KVSF (1340 KC. 100 Watts) In Santa Fe, state capital and second largest city in New Mexico, gives complete basic coverage New Mexico's second major market at low cost. Affiliated with KGGM and the Columbia Broadcasting system.

REPRESENTED NATIONALLY BY

TAYLOR-HOWE-SNOWDEN RADIO SALES

NEW YORK CHICAGO DALLAS AMARILLO

KOMA

Oklahoma City

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

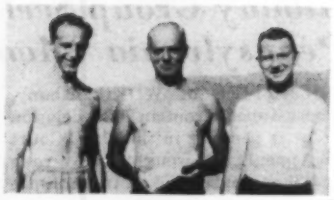
CBS CONDUCTS D.C. RADIO WORKSHOP

WASHINGTON'S first radio workshop opens a 10-day session at Wilson Teachers' College in the Nation's Capital Sept. 4 under joint sponsorship of WTOP Washington, CBS and the D. C. Public Schools. Radio scriptwriting and production as well as educational phases of radio will be featured.

Classes will be held mornings, with extra-curricula sessions afternoons and evenings. In addition to classroom sessions, the workshop has scheduled trips to WTOP studios and transmitter and various Government agencies.

On the faculty will be Dr. Lyman Bryson, CBS director of Education & Civic Affairs; Dr. Clyde M. Huber, chairman, Radio Committee, D. C. Public Schools; Leon Levine, assistant Director of Education, CBS and producer of *The American School of the Air;* Mrs. Frances Farmer Wilder, CBS consultant on daytime programs; Dorothy Lewis, NAB Director of Listener Interest; Lt. Hazel Kenyon Markel, liaison officer, Women's Reserve, Radio Programming Section, Navy Public Relations; Mrs. Gertrude Broderick, executive secretary, Federal Radio Education Committee; Dr. R. R. Lowdermilk, consultant to FREC and radio director, Office of Education.

John Carlisle, chief, Radio Section, International Information Division, State Dept., former head of Radio Arts, U. of Alabama and former head of CBS production; Roberta Barnes, principal, Parkview school, Washington; Mrs. Elizabeth Chase, English teacher, Calvin Coolidge high school, Washington; Mrs. Gertrude D. Howard, science teacher, Division 6, D. C. Public Schools; Mrs. Florence Warner, Director of Educational Programs, WOL Washington; Carl J. Burkland, general manager, WTOP; Martin D. Wickett, program director, WTOP; Bill Henry, CBS World News staff; Clyde M. Hunt, WTOP chief engineer; Roy Passman, manager of program operations, WTOP; Mrs. Elizabeth Grove, director, script division, WTOP.



APOCRYPHAL tale of being caught dry on vacation when news of Jap surrender came and having to celebrate with bottle of milk is this of Olin A. "Spike" Saunders (c), who handles Borden's account at Young & Rubicam. With him at Lake George are Herbert L. Krueger (l), WTAG Worcester com. mgr., and C. E. "Ned" Midgley, CBS sales service mgr.

POWER INCREASE REQUESTS FILED

APPLICATIONS of two stations to increase power to 50 kw and a third to increase from 1 kw to 5 kw were filed last week with the FCC. WGAR Cleveland, operating on 1220 kc, and WLAW Lawrence, Mass., on 680 kc, each seeks to increase from 5 kw to 50 kw. WHBC Canton, wants to go from 1 to 5 kw.

WLAW seeks construction permit to install a new transmitter, make changes in directional antenna day and night and change the transmitter location from Andover to Burlington, Mass. Three 50-kw stations already operate on the 680 kc channel. KPO San Francisco and WPTF Raleigh, N. C. use the maximum power unlimited time. KABC San Antonio is licensed to operate with 50 kw days and 10 kw nights. KFEQ St. Joseph, Mo. operates with 5 kw on the 680 channel and WISR Butler, Pa., 250 w days.

Only other station on the 1220 kc frequency besides WGAR is WGNY Newburgh, N.Y., 1 kw days.

In another application filed last week, KWSC Pullman, Wash., operated by the State College of Washington, seeks to change frequency from 1250 to 1030 kc and change power from 5 kw day and night to 1 kw day and 1 kw night and change hours from sharing time with KTW Seattle to unlimited.

Among other applications filed last week are these:

KWSC Pullman, Wash., change frequency from 1250 kc to 1030 kc, change power from 5 kw day and night to 5 kw day, 1 kw night, change hours of operation from sharing time with KTW to unlimited, make changes in antenna.

WSAV Savannah, Ga., pending application to install new transmitter and directional antenna for night use, change frequency from 1340 to 630 kc and increase power from 250 to 500 w nights and 1 kw days amended to change requested power to 5 kw day and night, change type of transmitter, make changes in proposed directional antenna for night use, and change transmitter location.

COURTROOM use of television will have to wait a while. Los Angeles Superior Court trial, scheduled to use televised testimony for the first time, was cancelled when case was settled out of court. Judge Samuel R. Blake had originally ordered installation of a two-way video system as Mrs. Mathe Anderson, defendant, was too ill to go to court.

AND THEN FOR PROSPERITY?

Not so fast! Everybody knows that for many a war-work "boom" town V-J Day will be followed by an indefinite period of retooling, reconversion, job-changing.

Roanoke's DIFFERENT. With no delay our three big industries—railroading, rayon manufacture, steel production—will swing into peacetime production. Customers are waiting! Jobs will remain plentiful!

Now's the time to meet these people of Southwest Virginia. Only one station—WDBJ—satisfactorily covers all their 118,921 daytime listening homes. A Class B quarter-hour (once) costs only $30. Let us—or Free & Peters—tell you more!

CBS • 5000 WATTS • 960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ
ROANOKE VA.

MONEY TO BURN

Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.

WIBW The Voice of Kansas in TOPEKA

XUM

Fall Program Lineups on the Networks

(Continued from page 18)

Date	Sponsor	City	Product	Program	Time	Number of Stations	Agency	City
Sept. 15	L. E. Waterman & Co.	Newark	Pens, pencils	Gangbusters	Sat. 8-8:30 p.m.	185 American	Charles Dallas Reach	New York
Sept. 15	General Foods Corp.	New York	Foods	House of Mystery	Sat. 12-12:30 p.m.	248 Mutual	Young & Rubicam	New York
Sept. 16	General Foods Corp.	New York	Post Toasties	Toasties Time	Sun. 6:30-7 p.m.	143 CBS	Benton & Bowles Inc.	New York
Sept. 16	General Foods Corp.	New York	Post Toasties	Adventures of the Thin Man	Sun. 7-7:30 p.m.	142 CBS	Benton & Bowles Inc.	New York
Sept. 16	Lear Inc.	Piqua, O.	Learadio, aircraft equipment	Orson Welles	Sun. 1:15-1:30 p.m.	63 American	Arthur Kudner Inc.	New York
Sept. 17	Rensie Watch Co.	New York	Watches	Dave Elman's Auction Gallery	Mon. 10-10:30 p.m.	70 Mutual	Weiss & Geller	New York
Sept. 18	Cresta Blanca Wine Co.	New York	Wines	This Is My Best	Tues. 9:30-10 p.m.	77 CBS	BBDO	New York
Sept. 20	Colgate-Palmolive-Peet Co.	Jersey City	Soap, dental cream	Burns & Allen	Thurs. 8-8:30 p.m.	NBC	Benton & Bowles Inc.	New York
Sept. 21	Bristol-Myers Co.	New York	Ipana, Sal Hepatica	Duffy's Tavern	Fri. 8:30-9 p.m.	129 NBC	Doherty, Clifford & Shenfield	New York
Sept. 21	The Wander Co.	Chicago	Ovaltine	Captain Midnight	Mon.-Fri. 5:30-5:45 p.m.	111 Mutual	Blackett-Sample-Hummert	Chicago
Sept. 26	Bristol-Myers Co.	New York	Ipana	Eddie Cantor	Wed. 9-9:30 p.m.	130 NBC	Doherty, Clifford & Shenfield	New York
Sept. 28	Borden Co.	New York	Memo	Ginny Simms	Fri. 7:30-8 p.m.	144 CBS	Kenyon & Eckhardt	New York
Sept. 28	Pabst Sales Co.	Chicago	Blue Ribbon Beer	Danny Kaye	Fri. 10:30-11 p.m.	135 CBS	Warwick & Legler	New York
Sept. 30	Ford Motor Co.	Dearborn	Cars, trucks	Ford Sunday Evening Hour	Sun. 8-9 p.m.	190 American	Kenyon & Eckhardt	New York
Sept. 30	American Tobacco Co.	New York	Lucky Strike	Jack Benny	Sun. 7-7:30 p.m.	146 NBC	Ruthrauff & Ryan	New York
Oct. 1	General Foods Corp.	New York	Grapenut Flakes	Hop Harrigan	Mon.-Fri. 4:45-5 p.m.	191 American	Young & Rubicam	New York
Oct. 2	S. C. Johnson & Co.	Racine	Johnson's Wax	Fibber McGee & Molly	Tues. 9:30-10 p.m.	141 NBC	Needham, Louis & Brorby	Hollywood
Oct. 2	Lever Bros.	Cambridge	Rinso	Amos n' Andy	Tues. 9-9:30 p.m.	138 NBC	Ruthrauff & Ryan	New York
Oct. 4	R. J. Reynolds Tobacco Co.	Winston-Salem	Camels, Prince Albert	Abbott & Costello	Thurs. 10-10:30 p.m.	139 NBC	William Esty & Co. Inc.	New York
Oct. 4	Lever Bros.	Cambridge	Lifebuoy	Bob Burns	Thurs. 7:30-8 p.m.	78 NBC	Ruthrauff & Ryan	New York
Oct. 5	Centaur Co. Division of Sterling Drug Inc.	New York	Molle Shaving Cream	Molle Mystery Theatre	Fri. 10-10:30 p.m.	59 NBC	Young & Rubicam Inc.	New York
Oct. 6	Campana Sales Co.	Batavia, Ill.	Campana Balm	Grand Hotel	Sat. 1:30-2 p.m.	148 CBS	Wallace, Ferry, Hanley Co.	Chicago
Oct. 6	Allis-Chalmers Mfg. Co.	Milwaukee	Farm implements	Boston Symphony	Sat. 9:30-10:30 p.m.	181 American	Compton Adv. Inc.	New York
Oct. 7	G. N. Coughlan Co.	West Orange	Chimney Sweep Soot Destroyer	Fulton Lewis, Jr.	Sun. 6:45-7 p.m.	240 Mutual	Roche, Williams & Cleary	New York
Oct. 7	Campbell Soup Co.	Camden	Soup	Request Performance	Sun. 9-9:30 p.m.	141 CBS	Foote, Cone & Belding	New York
Oct. 7	Standard Brands	New York	Chase & Sanborn Coffee	Fred Allen	Sun. 8:30-9 p.m.,	NBC	J. Walter Thompson Co.	New York
Oct. 7	Reichhold Chemical Co.	Detroit	Plastics	Detroit Symphony	Sat. 8:30-9:30 p.m.	67 Mutual	Grant Adv. Agency	New York
Oct. 7	General Foods Corp.	New York	Sanka Coffee	Baby Snooks Show	Sun. 6:30-7 p.m.	143 CBS	Young & Rubicam	New York
Oct. 17	Brown & Williamson Tobacco Corp.	Louisville	Sir Walter Raleigh pipe tobacco	An Evening with Romberg	Wed. 8:30-9 p.m.	143 NBC	Russel M. Seeds Co.	Chicago
Nov. 15	Conti Products	Brooklyn	Castile soap	Treasure Hour of Song	Thurs. 9:30-10 p.m.	120 Mutual	Bermingham, Castleman & Pierce	New York

Television Course

WORKSHOP course in television program production and studio operation will be conducted by Evening Session of City College School of Business Administration, New York. Registration period is Sept. 11-24. Course is designed to provide technical knowledge needed for effective television marketing. Instructor for course, to be conducted at DuMont studios, will be Gerald O. Kaye.

KOIN
We Work Today for the Northwest's Limitless Tomorrow
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

NLRB Upholds Trial Examiner on WWPG

NATIONAL Labor Relations Board in Washington last week upheld the finding by a trial examiner in April that the Palm Beach Broadcasting Co. (WWPG) was engaging in certain unfair labor practices and ordered the station to bargain collectively with the American Communications Assn., CIO.

The Board found that the station had refused to bargain collectively with the union and by this, and other unfair labor practices, caused employes to withdraw membership in the union. Therefore, it was decided, the "withdrawals do not reflect the untrammelled expression of the employees' will" nor do they "impair the union's previously established majority status."

The station was forbidden to discourage employes from joining the association or any other union by discontinuing vacations or by discharging or placing terms on employment of personnel. It was ordered to offer reinstatement to one discharged employe and reimburse others for loss of vacations.

WALKER IS MEMBER OKLA. HALL OF FAME

COMMISSIONER Paul A. Walker of the FCC will be inducted into Oklahoma's Hall of Fame on Statehood Day, Nov. 16, along with three others, honored by the State. Before joining the FCC in 1934 he was chairman of the Oklahoma Corporation Commission and for several years had practiced law there, serving as attorney for the Commission from 1915-1919.

Mr. Walker

Mr. Walker, accompanied by William J. Norfleet, FCC chief accountant, and William J. Thompson, of AT&T, returned to Washington Wednesday from Hawaii, where they inspected communications and met with executives of the Hawaiian Mutual Telephone Co. The party left Washington Aug. 4 and was in Hawaii when the Japanese surrendered. Commissioner Walker said he would report on his trip to the FCC.

Optimist Week

RADIO will help the Optimist International observe the ninth annual Optimist Week Oct. 7-13. More than 200 stations will carry two 15-minute transcriptions dramatizing the purpose of the week's observance and others will present live talks and interviews with local Optimist Club officers. Norman J. Ulbright of St. Louis, Optimist publicity director, is coordinating activities.

WLW
700 ON YOUR DIAL
THE NATION'S MOST MERCHANDISE-ABLE STATION

SELL THE BOOMING HARD COAL REGION
WAZL
HAZELTON
PENNSYLVANIA
NBC • Mutual

not just one...
OR TWO—OR THREE
But SIX IMPORTANT FACTORS
Make the El Paso Southwest
A truly GREAT MARKET
1. CATTLE—the finest cattle country in America.
2. COPPER—over 50% of America's production is in this vast area.
3. COTTON—the nation's highest cotton yield per acre.
4. TOURISTS—America's all-year playground on the sunshine border.
5. MEXICO—here's the gateway for imports and exports to Mexico.
6. SMALL INDUSTRIES—60 different industries provide diversified payrolls.
KROD
600 KC 1000 Watts
EL PASO, TEXAS
Howard H. Wilson Co.

GATEWAY
TO THE
RICH
TENNESSEE
VALLEY
WLAC

1000 W. NBC 550Kc.
NBC for the rich
Shenandoah Valley
of Virginia
WSVA
HARRISONBURG, VIRGINIA

RADIO CONTINUES TO SUPPORT LOANS

PRAISING "radio's understanding of postwar problems", the Treasury Dept.'s War Finance Division, pointed out last week that since the Japanese surrender, not one broadcaster among the 731 stations carrying *Treasury Salute* had cancelled. The division also predicted a wide use of radio for the upcoming Victory Loan, especially in view of war show cancellations.

Tentative plans lead off with a "big name" net program, with hopes for the President and Secretary of the Treasury participating. Victory Loan drive will observe holidays coming within the period, such as Armistice Day, Thanksgiving, Pearl Harbor Day, etc., with special network broadcasts, in addition to variety programs staged for the Loan.

Planned are a number of weekly Victory Bond musical shows, educational programs, farm broadcasts, retail programs, and various other specialized fields, at least 60-75% of government messages, allocated through OWI, will be given over to the Victory Loan.

For local stations, Treasury War Finance Division suggests transcribed shows, produced by Treasury and available for sponsorship, such as *Treasury Salute*, *Music for Millions*, etc. Also included in promotion ideas are live announcements all available for sponsorship.

Networks Are Planning For Victory Loan Drive

NETWORK plans for the forthcoming Victory Loan and the special days assigned to each will be discussed at a meeting Thursday, Sept. 20 at 2:30 p.m. in New York, called by George P. Ludlum, chief of the OWI Domestic Radio Bureau. Officials of networks, OWI and Treasury will confer in the United Nations Information Office.

The four networks will be represented by their respective vice-presidents in charge of programming and war program managers. Attending for the OWI will be Mr. Ludlam and the network advisory committee. Treasury War Finance Division representatives will be Ted R. Gamble, national director; Thomas H. Lane, director of press, radio and advertising, and Lt. (jg) David Levy, radio section chief.

de Gaulle on WJR

WJR Detroit claims a "first" as being first independent station to put Gen. Charles de Gaulle on the air. A short time before he arrived at Selfridge Field near Mt. Clemens, Mich., George Cushing, WJR news director, had lines installed at the field and when Gen. de Gaulle addressed French fliers stationed there, WJR cut a transcription. A WAC at Selfridge Field translated the message and both Gen. de Gaulle's remarks and the English translation were aired a short time later.

Procedure Drafted At BMB Session

TECHNICAL Research Committee of BMB, at its second meeting held Aug. 29 in New York, recommended procedures for consideration of the Board Research Committee. It is expected the Board of Directors, meeting Sept. 14, will take action on these recommendations.

John K. Churchill, research director of BMB, outlined procedure planned to secure equitable distribution of BMB ballots among all income and residence groups in the country's 3072 counties. Sample and name gathering procedure, awarded in an initial contract to Industrial Surveys Co., was demonstrated by Mr. Churchill, in the form in which names will be furnished and distributed for one city sampling area. Committee commended Mr. Churchill on the bureau's progress to date and recommended adoption of the sample and name-gathering procedure.

Committee also agreed that the first complete study of BMB be confined to the continental United States and that there was need for a manual of tabulation procedure now being prepared by BMB, as a guide in preparation of bids by research organizations for tabulation services.

Committee found a proposed plan for network subscription in BMB to be technically feasible and agreed that network circulation data thus produced on a standard basis was desirable.

Research Committee reaffirmed its Aug. 1 recommendation that the Bureau confine its measurement and release of results to the figures of radio families, percent circulation and resulting station circulation. In addition the Committee recommended that BMB officially discourage delineation of circulation into levels such as primary, secondary and tertiary as a standard feature.

Next meeting of the Technical Research Committee was set for October, subject to call at a later date. Those attending were: Chairman A. N. Halverstadt, Procter & Gamble; Robert F. Elrick, Pepsodent Co.; Frederic B. Manchee, BBDO; W. J. Main, Ruthrauff & Ryan; Don Johnstone (subsituting for William R. Farrell), Benton & Bowles; Edward F. Evans, American; Barry T. Rumple, NAB; D. E. Robinson, Sherman K. Ellis Co., chairman of the Board of Directors Research Committee, also attended, as did invited guests, Harper Carraine, CBS; Philip Merryman, NBC, and Richard Puff, MBS. Present for the bureau staff were Hugh Feltis, John K. Churchill and Paul F. Peter.

ARCH OBOLER, author of the Wednesday evening Mutual series, "Arch Oboler's Plays", has had 14 of his better known radio dramas collected and published by Duell, Sloan & Pearce, New York, under title "Oboler Omnibus" ($2.50). Dedication page expresses "gratitude to Edgar Kobak, Phillips Carlin and the Mutual Broadcasting System, who have again given me the opportunity to speak."

FCC POWERS LOOM AS THREAT—AVERY

FAILURE of Congress to curb the FCC's powers over broadcasting is a real threat to freedom of speech in America, Lewis H. Avery, NAB Director of Broadcast Advertising, declared last week in two Oklahoma cities. On Monday he addressed a joint Junior Chamber of Commerce Radio 25th anniversary luncheon meeting in Oklahoma City and on Tuesday he spoke at a similar function in Tulsa.

Mr. Avery

Radio has nothing to fear as long as Harry S. Truman is president and Paul A. Porter is FCC chairman, said Mr. Avery. Both have expressed faith in a free radio, but he pointed out that these two men will not continue in office forever and some future administration may take advantage of the FCC's powers.

Must Be Regulated

He argued that while radio, by its nature, must be regulated physically to some extent, the existing powers of the FCC, upheld by the 5-2 Supreme Court decision of May 10, 1943, are forcing commercial broadcasters "to wage a more complex and dangerous fight" than any other communications media. Mr. Avery lauded newspapers for their time-honored fight for freedom of speech.

"The defense of freedom of speech is the privilege and responsibility, the opportunity and obligation of youth," Mr. Avery told both gatherings. "Youth, with less stake in the established order, rightly cries out for a full discussion of every fact and figure."

His Oklahoma City speech was broadcast by WKY KOCY KOMA KTOK, with WKY feeding the others. In Tulsa KVOO aired the talk. Plaques expressing appreciation for public service were presented at the Tulsa meeting to KVOO KTUL KOME by the Tulsa Jaycees.

THERE'S ONLY 1 EMPIRE STATE BUILDING but
WHN REACHES 2 NEW YORKS!
(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)
WHN
Dial 1050 50,000 watts
Metro-Goldwyn-Mayer—Loew's Affiliate

ACTIONS OF THE FCC

AUGUST 24 TO AUGUST 31 INCLUSIVE

Decisions . . .

ACTIONS BY COMMISSION
AUGUST 28

WSTN Staunton—Granted mod. CP, changes in transmitting equip. and antenna, and approval studio location.

WLEE Richmond—Granted mod. CP, for inst. new vertical antenna, change transmitter location, and exten. commencement, completion date.

WJYK Findlay, O.—Granted license cover CP relay, used with WFIN, freq. 30.82, 33.74, 35.82, 37.98 mc; 25 w.

Textile Broadcasting Co., Greenville, S. C.—Granted CP relay, used with WMRC; freq. 33.38; 35.02, 37.62, 39.82 mc; 2 w

W3XCT Chattanooga—Granted CP, freq. to be assgn. Power 1 kw. Exp. license.

Licenses of following stations further extended temp. basis only, pending determination license renewal applications for period ending Nov. 1, 1945: WCBE KIIH KFAB KABE KAIE KSTP WNBJ KBIC KBID KNEF WAAH WMVA WOKO.

Licenses of following stations granted renewal for period ending 8-1-47: KOKO WELL WHUB KTEM WBTM.

WLBJ Bowling Green, Ky.—Granted license renewal for period ending 2-1-47.

W2XWE WOKO Albany, N. Y.—Ext. license. Fax station temp. basis only, pend. determination upon appl. for renewal, for period ending 11-30-45.

Licenses of following stations extended temp. basis only, pending determination upon appl. for license renewal for period ending 11-1-45: KPMC KRLD KVOO WBAL and aux. WBT WDGY WDC WFTC WHAM main and aux. WINS and aux. WLIB and aux. WSKB WWVA.

KOZY Kansas City—Granted renewal license FM station for period ending 5-1-46, subject to changes in freq. assgn.

WQXQ New York—Same.

WFMN Alpine, N. J.—Same except for period ending 7-1-46.

WNYC-FM New York City—Same.

WMIT Winston-Salem—Same.

WGTR Boston—Same.

WMTW Boston—Same.

KALW San Francisco—Granted renewal license non-commerc. educ. station for period ending 5-1-46, subject to changes in freq.

W4XAJ Atlanta—Granted renewal license for period ending 5-1-46.

WMLL Evansville, Ind., WHFM Rochester, N. Y.—Ext. HF license upon temp. basis only, for period ending 11-1-45, pending determin. on appl. for renewal and subject to changes in freq. assgn.

ACTIONS ON MOTIONS
JULY 24

KID Broadcasting Co., Idaho Falls—Granted motions to take depositions re appl. for vol. assgn. license, scheduled for hearing 9-5-45.

"It's those vitamins Father heard about over WFDF Flint."

JULY 29

New Iberia Broadcasting Co., New Iberia, La.—Granted motion to continue hearing on application for CP new station for 8-30-45 and continue same to 10-1-45.

Tentative Calendar . . .

August 27

1350 kc KID Idaho Falls—Vol. assgnt. lic. KID Broadcasting Co., assgnr., Idaho Radio Corp. assignee, hearing Sept. 5.

Applications . . .

AUGUST 27

NEW-Channel 4, 66-72 mc, New England Theaters Inc., Boston—CP new commercial TV station, ESR 1044.

NEW-47.9 mc Blue Network Co., New York—CP new FM station, 8,950 sq. mi., amended to change name to American Broadcasting Co.

W2XJC Jersey City—Mod. CP approval transmitter location from New York to near Washington.

NEW-1450 kc, John W. Grenoble, Joseph L. Maguire, John T. Maguire, Kenneth F. Maguire, d/b as Miners Broadcasting Service, Pottsville, Pa.—CP new standard station, 25 w unlimited. (Facilities of WAZL Hazleton, Pa.)

NEW-Harold O. Bishop, Harrisburg, Pa.—CP new developmental station, 94.2 and 99.8 mc, 1 kw power, emission of Special for FM and facsimile.

NEW-Harold O. Bishop, area of Harrisburg, Pa.—CP new satellite developmental station, 94.2 and 99.8 mc, 200 w power, emission of Special for FM and facsimile.

W3XAF, Philco Radio & Telev. Corp., Arlington County, Va.—Mod. CP for extension of commencement and completion dates from 3-16-45 and 9-16-45 to 9-16-45 and 3-16-46 for new experimental TV station.

1340 kc WSAV Savannah, Ga.—CP install new trans. and D N, change frequency from 1340 to 630 kc, increase power from 25 w to 500 w N, 1 kw-LS, amended to change requested power from 500 w, 1 kw-LS to 5 kw D and N, change type of transmitter, make changes in proposed da for night use, change transmitter location.

NEW-1490 kc, James S. Rivers, tr/as Southeastern Broadcasting System, Fort Pierce, Fla.—CP new standard station, 250 w unlimited.

NEW-107.5 mc, S. E. Adcock, tr/as Stuart Broadcasting Co., Knoxville, Tenn.—CP new developmental station, 1 kw, emission A3 and Special for FM.

NEW-48.7 mc Blue Network Co., Chicago—CP new FM station, 48.7 mc, 11,000 sq. mi., amended to change name to American Broadcasting Co.

NEW-99.9 mc, Zenith Radio Corp., Chicago—CP new developmental station, 2 kw, Special emission for FM.

790 kc KECA Los Angeles—CP change frequency from 790 to 770 kc, increase power from 5 kw to 50 kw, install new transmitter, new da for night use, move studio and transmitter, amended to change name from Blue Network to American Broadcasting Co.

NEW-1010 kc, Santa Clara Broadcasting Co., San Jose, Cal.—CP new standard station, 1 kw days.

910 kc KALL Salt Lake City—Mod. CP authorizing new standard station for extension of complete date from 10-3-45 to 12-3-45.

570 kc KUTA Salt Lake City—Mod. CP change name of partnership to Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall, d/b as Utah Broadcasting & Telev. Co.

NEW-43.1 mc Blue Network Co., Los Angeles—CP new station, 21,024 sq. mi., amended to change name to American Broadcasting Co., change antenna.

NEW-44.3 mc Blue Network Co., San Francisco—CP new FM station, 27,500 sq. mi. amended to change name to American Broadcasting Co.

NEW-49.3 mc Hearst Publications, San Francisco—CP new FM station, 34,566 sq. mi., amended to change frequency from 49.3 mc to 43.9 mc.

NEW-Unity Corp., Columbus, O.—CP new FM station, frequency to be determined by FCC, 4,940 sq. mi.

NEW-Channel 5, 72-78 mc Fox West Coast Theaters Corp., Hollywood—CP new commercial TV station channel 5 or other channel assigned by FCC, ESR 1180.

Applications for renewals of standard licenses—KMO (main & aux.) Tacoma; KSAN San Francisco.

Applications for renewal of relay licenses—KABJ KAQV KAQW KAQX Omaha; KEIY KEIZ Portland, Ore.; WEIZ Dayton; WENP WENQ WENS Charlotte, N. C.; WKRB Lexington; WMVB Dayton; WSMA WSMC New Orleans.

AUGUST 28

680 kc WLAW Lawrence, Mass.—CP increase power from 5 kw to 50 kw, install new transmitter, make changes da for day and night use, change transmitter location from Andover to Burlington, Mass.

760 kc WJR Detroit—Mod. license change corporate name to WJR, The Goodwill Station Inc.

1220 kc WGAR Cleveland—CP increase power from 5 kw to 50 kw, install new transmitter, new da for day and night use.

1480 kc WHBC Canton, O.—CP install new transmitter, make changes da for night use, change transmitter location.

NEW-Alexandria Broadcasting Co., Alexandria, La.—CP new FM station, 4,500 sq. mi.

1300 kc KVOR Colorado Springs—Auth. det. optg. power by dir. meast. of antenna power.

1250 kc KWSC Pullman, Wash.—CP change frequency from 1250 kc to 1030 kc, change power from 5 kw d and n to 5 kw d and 1 kw n, change hours of operation from st with KTW unlimited, make changes in vertical ant.

1340 kc KPKW Pasco, Wash.—License to cover CP authorizing new standard station.

1340 kc KPKW Pasco, Wash.—Auth. det. optg. power by dir. meast. of ant. power.

Applications for renewal of standard licenses—KFAM St. Cloud, Minn.; WFBM (main & aux.), Indianapolis; WFOR Hattiesburg, Miss.; WJXN Jackson, Miss.

Applications for renewal of relay stations—WEIK WEIJ Indianapolis.

Application received and returned—South Tex. Broadcasting Co., San Antonio, CP new FM station, 43.4 mc, 28,933 sq. mi. (incomplete).

AUGUST 29

NEW-91.7 mc, Trustees of Columbia U., New York—CP new noncommercial educational FM station, 10 kc, Special emission for FM.

W2XRY Raytheon Mfg. Co., New York—License cover CP authorizing new developmental station.

44.7 mc WGYN New York—Transfer control from Charles E. Merrill & Muzak Corp. to Charles E. Merrill, Muzak Corp., and Radio Sales Corp.

560 kc WJLS Beckley, W. Va.—CP increase power from 100 w N, 250 w D, to 500 w N, 1 kw D, install new transmitter and da for night use, change transmitter location.

WJRA Detroit—Mod. relay license change corporate name to WJR, The Goodwill Station Inc.

WENH—Same.

WENF—Same.

WENG—Same.

WJRB—Same.

NEW-1340 kc Herbert Herff, Memphis—CP new standard station, 250 w unlimited.

W9XZV Zenith Radio Corp., Chicago—Mod. license change type of emission from A3 and A5 to A5 and Special for FM.

930 kc KSEI Pocatello, Idaho—CP increase power from 250 w N, 1 kw D to 1 kw D and N, install da for night use, move transmitter, amended to change requested power to 5 kw D and N, employing da N, install new transmitter.

KNBX Dixon, Cal.—License to cover CP authorizing new international station.

AUGUST 31

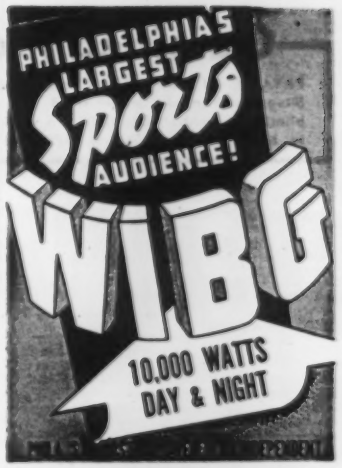
NEW-1460 kc Albany (N. Y.) Broadcasting Co.—CP new standard station, 500 w N, 1 kw D, unlimited (WOKO facilities).

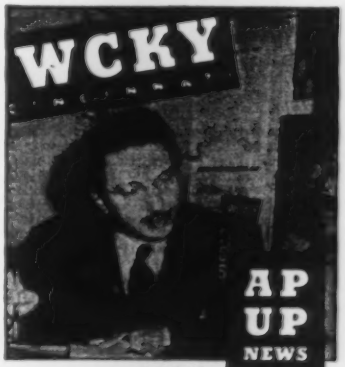
NEW-Daily Telegraph Printing Co., Bluefield, W. Va.—CP new FM station, 32,630 sq. mi.

NEW-99.5 mc Buckeye Broadcasting Co., Cincinnati—CP new FM station, 18,100 sq. mi.

KTNM 1400 kc Hoyt Houck, Robert D. Houck, Walter G. Russell, Lonnie J. Preston, d/b as Tucumcari (N. M.) Broadcasting Co.—Mod. lic. to change hours of operation from specified to unlimited.

NEW-1400 kc J. E. Richmond, Percy M. Whiteside, Homer W. Wood, Charles A. Whitmore, Morley M. Maddox, d/b as Tulare-Kings Counties Radio Assoc., Wisalia, Cal.—CP new standard station, 250 w unlimited.





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Help Wanted

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

Salesman radio programs; travel midwest; drawing vs. commission. Box 991, BROADCASTING.

New England announcer—Permanent position doing news, record and variety shows with 5 kw CBS affiliate. Must be experienced and stay for one year. Preferably a veteran and a man interested in becoming a part of the staff and community. Also must be successful in present work. Write Box 992, BROADCASTING.

Salesman—Not to just sell time but to sell radio advertising at network station, Rocky Mountain area, not a defense center. Box 42, BROADCASTING.

Excellent opportunity offered to 1st class engineer by 250 watt Indiana network station. Permanent position, starting at $45.00 per week. Box 43, BROADCASTING.

Announcer for 1 kw, NBC affiliate, western station, permanent position, good working relationships. Box 87, BROADCASTING.

Young lady to handle the continuity for small but progressive network station. Must write good copy and accurate typing. To handle spot announcements and write local commercial programs. Ideal working conditions. Send full details, photo and salary requirements to Box 94, BROADCASTING.

Salesman—with experience, who is looking for permanent position with fast growing CBS affiliate in Texas city, over 100,000 population. Submit photo, references, and present earnings with first letter. Box 101, BROADCASTING.

Experienced announcer wanted with third class ticket. Must be capable copywriter and have car. Submit photo and complete radio background with references. Progressive station with plans. KSEI, Pocatello, Idaho.

Excellent sales opportunity for experienced time-salesman now open at Radio Station WINX, Washington, D. C. Write R. C. O'Donnell full details.

Combination operator-announcer, first class license. 250 watt station, going to 1 kw soon. City of 8500. Heart vast agricultural ranching area. Site much postwar expansion, including million-dollar veterans hospital and sugar factory. Newspaper operated station. RCA equipped. State salary expected. No high cost living section. Permanent job for fellow with happy, willing, progressive disposition. Write Star Printing Co., Miles City, Montana.

Experienced operators with first class licenses wanted for control room work. Send experience and all details to WDRC, Hartford 4, Connecticut.

Announcer with news writing background. Write C. L. Eanes, Chester Times, Chester, Penna.

Wanted—First class radiotelephone operator who knows transmitters and associated equipment. Good maintenance man. Provide radio background, references and snapshot. KSEI, Pocatello, Idaho.

Need a man with first class license who can announce. MBS affiliate. Call, wire or write telling all to Duane L. Watts, General Manager, KHAS, Hastings, Nebr.

Help wanted—3 engineers holding first phone licenses. Network station located in midwest. Opportunity for advancement for men qualified. Reply, North Central Broadcasting System Inc., 360 N. Michigan Ave., Chicago 1, Ill.

Need news man for rewrite and mike work immediately. Send transcription to Dow Mooney, WKY Radiophone Company, Oklahoma City, Okla.

Sports announcer wanted. Experienced play-by-play sports announcer especially for football and basket ball. Salary open. Send audition disc and complete information to Radio Station KHMO, Hannibal, Mo.

Situations Wanted

Radio engineer—Twelve years experience in broadcasting. Experience includes FM and directional antennas. Desires a connection with a broadcast station. Box 996, BROADCASTING.

Chief engineer—Former 500 kw operator, 15 years of radio, wants chief's job in 1 kw or larger. Excellent background, thoroughly experienced. College education includes radio and math. Family man, wants permanent position. Worthy, well qualified, have good report, of past experience. Box 46, BROADCASTING.

Attention FCC applicants—Experienced television engineer currently associated with established commercial tele station seeks connection with proposed tele station, preferably California or Texas. Capable of supervision of layout, installation, and operation of studios, transmitter, field and telecine equipment. Box 57, BROADCASTING.

Radio engineer available—2½ years research and construction of FM transmitters equipment for Navy Department. 4½ years chief engineer of local AM broadcast station. 6 years of industrial electrical engineering. Desire job of constructing FM and TV broadcast stations. References of ability, character and responsibility upon request. Box 71, BROADCASTING.

Veteran to be honorably discharged in month, desires permanent top engineering connection with progressive station, preferably midwest or far-west. Background of 12 years broadcast engineering experience with regional stations included studio and plant installation. Navy background (rank: Lt. Commander) covered every phase of radio engineering, land lines transmitter installations, etc. Married. Late thirties. Best references. Box 72, BROADCASTING.

Are you interested in a chief engineer who wants your station to be a leader both technically and commercially? Ten years experience in all phases of broadcasting and electronics. All licenses. Age 32, married. I am not interested in being merely another chief engineer. I want our association to result in your station being at the top. Therefore the policy must be permanent and progressive. Minimum starting salary $100.00 a week. Box 88, BROADCASTING.

Just discharged. Four years radio: announcer, writer, producer, actor, plus three years army show business and radio correspondent experience. Want position in progressive station in program or announcing department. Have ideas that sell. Am 27, married, prefer metropolitan area. Box 89, BROADCASTING.

Commercial manager with CBS-Mutual outlet, veteran, former account executive with New York National Representatives, and before that with advertising department of metropolitan newspaper and with NBC. Due to family circumstances desires to make change. Wishes connection with station or station rep. in New York. Box 90, BROADCASTING.

Chief engineer—Five years in broadcasting, two as chief of regional network station. Thoroughly familiar with all engineering phases of broadcasting, FM, and television. University graduate. Married. References. Seeks permanent position as chief engineer with progressive station. Box 91, BROADCASTING.

First class operator-announcer—3 years' experience, free to travel. Florida preferred. Box 92, BROADCASTING.

Chief engineer available, six years chief engineer, four years FCC engineer, one year Western Electric field engineer. Box 93, BROADCASTING.

Announcer—Lower Great Lakes area; family man; $65.00 week minimum with opportunity for advancement; trained in business administration. Box 97, BROADCASTING.

Veteran wants announcing job with small, progressive station. Young, capable, good educational and business background. Desires opportunity to prove ability and grow with organization. Record on request. Box 98, BROADCASTING.

Situations Wanted (Cont'd)

Continuity writer. Wide experience in writing and dramatic fields. College graduate. Excellent references. Box 112, BROADCASTING.

Engineer—Seven years broadcasting, five as chief engineer; three years War Department; competent, progressive, reliable. Desires position with progressive station in Minnesota, Wisconsin, Michigan or west coast. Available October 15 Box 100, BROADCASTING.

Announcer-program director, 6 years experience, solid production background, knowledge of sales, wants to contact west coast CP, or broadcaster, with permanent opening. If possible, will arrange personal interview. Box 102, BROADCASTING.

Manager-chief engineer. Excellent background and education. Ten years experience. Thirty. Employed by major network. Box 105, BROADCASTING.

Writer - commentator - program stylist—Gal Friday with new ideas for post-war programs. Writes news, continuity, publicity, commercials. 10 years experience press and radio; Chicago, New York, Hollywood, Europe. Chicago preferred. Box 106, BROADCASTING.

Program - production - continuity head. Available October 15th. Twelve years experience Nations fourth Market. Top credits. Create, write, produce, sell if necessary. Agency or station in Metropolitan market, where programs and production are network quality. Married, children, sober—kid of forty-three. Own several high rating shows. Replies confidential. Box 107, BROADCASTING.

Salesman—30 years old, veteran. Experience all phases of radio station from A-Z. $50.00 week minimum. Middlewest only. Box 108, BROADCASTING.

Available ten days—Announcer, 4 years experienced, married, excellent references, desires permanent position. Box 109, BROADCASTING.

Veteran 28. 3½ years AFRS. Experience: writing, producing, directing, announcing. Wants job with small station or agency, anywhere. Box 110, BROADCASTING.

Sports and news editor of radio station and newspaper, thoroughly experienced, desires good paying position with network affiliate. Broadcast daily sports program, news round-up and special features. Transcription and details available. Box 111, BROADCASTING.

Chief engineer available immediately. Desires permanent job. Married. Late thirties. Will be honorably discharged from Navy within week after three and half years service in radio electronics, all phases. Have had commercial license since 1929. Installed 1 kw broadcast station in 1940. Best references. Write Lynn V. McMoran, 124 B St., N. E., Washington, D C.

Operator, 12 years experience on construction, maintenance and operation of broadcast stations. Go anywhere, prefer transmitter. Must be permanent and good salary. P. O. Box 515, Manchester, N. H.

Announcer—Control operator and continuity writer. Well trained actual broadcasting station. Single. Radio Institute of Chicago, 165 N. Michigan Ave., Chicago.

Top-notch — Announcer, newscaster, producer. Versatile. Good background. 6 years experience. Capable, cooperative, sincere. Now employed 50 kw network station. Desire association with progressive New York organization. Present remuneration good, but opportunities limited. Box 99, BROADCASTING.

Chief engineer group of stations. Eleven years present employment. First class license. Twenty years experience construction, installation, operation, maintenance desires change employment to single station. Excellent references. Box 114, BROADCASTING.

Wanted to Buy

Want several RCA 85-X isolation amplifiers and 85-B1 pre-amplifiers. Box 64, BROADCASTING.

Experienced engineer desires to buy interest in station. Prefer 1 kw, northeast, or west coast. Reply Box 85, BROADCASTING.

Private party desires purchase interest or full stock western or southwestern station. Replies confidential. Box 115, BROADCASTING.

For Sale

For sale—New 250 watt transmitter. Price $1750. Box 55, BROADCASTING.

Recording studio—Rare opportunity for experienced party. Located large midwest city. Enjoys excellent reputation for quality transcriptions. Serves local stations; national and regional advertisers. Studio has ideal location, three fine turntables, grand piano, amplifiers, microphones, etc. $25,000. Box 86, BROADCASTING.

WE 1 kw transmitter complete with two sets of new tubes. In excellent condition. Box 96, BROADCASTING.

Western Electric lateral recording heads. Two at $185.00 each. These are usually not obtainable anywhere. No needles or brackets supplied. Can be adapted to lathe type machines only. One Universal master recording amplifier, four channels and equalizer. Perfect condition, only $485.00. Box 104, BROADCASTING.

250 watt transmitter, complete with one set spare tubes. FCC approved. It is the equipment formerly used by WJW, Akron. First check or money order for $1250.00 will buy it. Pacific Coast Amusement Co., Oakland, California.

For immediate sale—One new Tempco 250 watt transmitter, complete with tubes and ready for conversion, packed in original shipping crate, price $1400.00. Two turntables 33 1/3 with RCA lateral and Western Electric vertical arms and heads, price $225.00. Will sell both for $1600.00, FOB, Decatur, Illinois. Write to Paul A. Wnorowski, Chief Engineer, Radio Station WSOY, Decatur, Illinois, Post Box No. 789.

For sale—Western Electric 23-C speech input equipment. Perfect condition, has never been used. Call or wire E. T. McKenzie, WJBK, Detroit, Michigan.

Miscellaneous

Announcer's, writer's, emcee's Comedy Material. Catalog free. Box 29, BROADCASTING.

Managing executive with thorough radio experience will invest capital and capable services in local station or will buy outright. Box 113, BROADCASTING.

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To aid servicemen seeking radio jobs, BROADCASTING will accept situation wanted classified ads at no charge. Thirty words maximum. Two insertions. Sign name, rank and give address.

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DuMONT SUMS UP TV SET COST RATIO

WELCOMING the low-priced television receiver "as a means of securing a large and worthwhile audience quickly" but declaring that his company will concentrate on quality "and that means higher prices," Allen B. DuMont, president, Allen B. DuMont Labs., summed up the price situation on television reception as follows:

"If you are satisfied with a small image for individual or, at most, for viewing by two or three persons at a time, sitting a couple of feet away from the tube screen, your television requirements can be met at a cost of a hundred dollars, plus the installation of a suitable antenna. If you want to enjoy television as a group entertainment, say for six to 12 people sitting eight feet or more from the tube screen, then expect to invest several hundred dollars. Finally, if you want television on a par with movies, or projected on a screen to be viewed by a roomful of folks, then don't be stunned by an asking price around a thousand or more dollars. Also, if you want a televisor that can perform day in and day out, over a period of years, without undue servicing, then again expect to pay a fair price so as to be assured of quality components."

WANTED
Broadcast Engineers

● Here is a chance to get in on the ground floor of a postwar expansion program in a field where your past experience will count most. Openings for engineers having experience with broadcast equipment in design, development, or construction of audio, FM and AM transmitters and all associated equipment. Write to Personnel Manager

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At Deadline...

ASSOCIATED SELLS HOUR FOR PARTICIPATING SPOTS

ASSOCIATED BROADCASTING Co. has contracted with Raymond R. Morgan Co., Los Angeles, for a full-hour program of participating spots on a network basis. Program is scheduled for 4-5 p.m. (EWT) Monday through Friday and originates on West Coast. Talent is *Graham Fletcher and the News* 4-4:15; Robert Dillon with *Missing Person* 4:15-4:30, *Moods in Music* with Al Jarvis, 4:30-5.

Associated plans to start the agency package sustaining to the full network Sept. 17. If successful a morning home-economic period will be offered.

WNHC New Haven, 250 w on 1340 kc, has been added to the Associated station list.

WANAMAKER TV STUDIOS

JOHN WANNAMAKER, New York department store, will start installation of three television studios in its main store on Sept. 4, to be finished in December. Studios will be operated in connection with WABD, DuMont television station.

HUTCHINSON LEAVES RKO

THOMAS H. HUTCHINSON has resigned as production manager of RKO Television Corp. concurrent with decision of that video production organization, a subsidiary of RKO Radio Pictures, to discontinuing production of live studio programs for television. Ralph Austrian, chief executive of television organization, denied reports it was going out of business and said that it anticipated expanded activities as soon as stations are ready for programs. Company is also active in the commercial field, with a fall series for Bulova currently in production.

EMERSON BUYS PLANT

EMERSON RADIO & Phonograph Corp., New York, has acquired 100% of stock of Radio Speakers Inc., Chicago.

PRESS FREEDOM GROUP STARTS STUDY OF RADIO

REPORT on broadcasting in the United States will be prepared by Commission on the Freedom of the Press, 70 E. 45th St., New York, under direction of Robert D. Leigh, Commission director and former head of the FCC's Foreign Broadcast Intelligence Service. Report will be written by Llewellyn White, of the press group's staff. Group is financed by Henry R. Luce, of Time Inc., who provided a $200,000 subsidy.

Work on the report, just started, will be completed in November, said Mr. Leigh. No recommendations have been made, he added.

CBS ANNOUNCES WAGE INCREASES

CBS, in an announcement by Paul W. Kesten, executive vice-president, has established a new wage-increase policy, first of the networks to announce one since the relaxation of governmental controls.

The policy provides: (1) Renewal of program for reviewing all personnel records and granting merit increases; (2) All increases upon which approval of Government authorities has not been available during the war will be granted immediately, retroactive to first of year; (3) In instances where salary inequities have existed for 12 months or longer, adjustments will be made in line with recommendations of department heads. Mr. Kesten, in a memorandum, said every effort would be made to retain wartime temporary employes, as well as the returning war veterans whose places they have taken during the emergency.

CARL GEORGE BACK

CARL GEORGE, assistant manager of WGAR Cleveland, returned last week from six months in the Pacific as special war correspondent for his station. He originated broadcasts in the Philippines, Guam, Saipan, Okinawa and Chungking, doing an on-the-spot job of the Borneo invasion with a wire recorder. Maj. Gen. J. M. Swing, commanding officer, 11th Airborne Division, gave him official commendation for broadcasts with Division during parachute operations at Aparri in Luzon. Mr. George interviewed more than 500 Cleveland servicemen on his tour. Last year WGAR sent Dave Baylor, program director, to the European Theater of Operations.

HICKS FOR U. S.

GEORGE HICKS, who last year covered the European fighting front for American, has been named "The Voice of U. S. Steel" and will report on this company's role in American life as a between-acts feature of the *Theater Guild on the Air* Sunday night broadcasts starting on American, Sept. 9.

WASN'T DEAD

WHAT sounded like a voice from the dead was the cheery hello from Z. N. Masoomian, former WQXR New York engineer, as he walked into the control room at WQXR the other day. A pilot in the Army since 1942, Masoomian had been a German prisoner of war for 16 months and had been presumed to be dead. He will return to radio.

Closed Circuit

(*Continued from page 4*)

of *Breakfast Club* sponsored by Philco and that quarter-hour sponsored by Swift. American's answer is that sponsors mutually agreed their program was one continuous segment and should not be interrupted by break.

J. HAROLD RYAN, retiring president of the NAB, has given up his Washington apartment and is living with his brother-in-law, Comdr. George B. Storer, at 1231 31st Street, N. W., an address which probably will become Washington headquarters for the Fort Industry Co., of which Comdr. Storer is president and Mr. Ryan vice-president.

WITH BOTH the Canadian and U. S. Victory Loan drives on at the same time, it is understood that Canadians are suggesting that a joint radio all-star network program blanketing North America on all networks be part of the promotion for both loans. The U. S. Eighth Victory Loan starts Oct. 29, the Canadian Ninth Victory Loan starts Oct. 22.

People

JAMES F. EGAN has joined Kenyon & Eckhardt, New York, as vice-president and copy chief. Mr. Egan was formerly with Lennen & Mitchell, New York, in same capacity.

FREDERICK P. REYNOLDS, director of research for Geyer, Cornell & Newell, New York, has been elected vice-president.

MEREDITH WILLSON, conductor and composer will be back with *Maxwell House Coffee Time* when it returns to NBC Sept. 20. He has been head of musical division of Armed Forces Radio Service, as captain and major, for three years.

LAWRENCE B. MORRIS, formerly vice-president and general counsel and recently director of labor relations for RCA Victor Division of RCA, has resigned to return to general law practice in New York with Matthew H. O'Brien, formerly vice-president and general attorney of Celanese Corp. of America. Offices will be in Empire State Bldg., New York, and Washington, D. C.

VLADIMAR SELINSKY, noted composer and conductor, has been assigned to the *Helen Hayes Show*, sponsored by Textron Inc., New York, starting Sept. 8, 7-7:30 p.m. on CBS.

JOHN BRUNTON, account executive of KQW San Francisco, appointed assistant manager of KROY Sacramento.

ROBERT B. DONNELLY, previously with the Gardner Adv. Co., St. Louis, has joined Compton Adv., New York, as account executive on Ivory Soap.

TOM HICKS, formerly with radio department of Young & Rubicam, New York, and Foote, Cone & Belding, Chicago, has been appointed director of spot radio production for Federal Adv. Agency, New York.

GLENN D. GILLETT, Washington consulting radio engineer, who has been in the Marianas on a special radio-electronics mission (assigned to XXI Bomber Command) since June, has returned to Washington.

BOB ELSON, former MBS commentator for Gillette Safety Razor Co. sponsorship of World Series broadcasts, is expected to sign with a New York sponsor for the 1946 Yankee or Giants games when he receives his discharge next month from the Navy as a lieutenant commander.

COMDR. CARL MEYERS, USNR, chief engineer of WGN Chicago, goes on inactive status soon, retiring to his Chicago post about Oct. 1.

SAFEWAY OPERAS

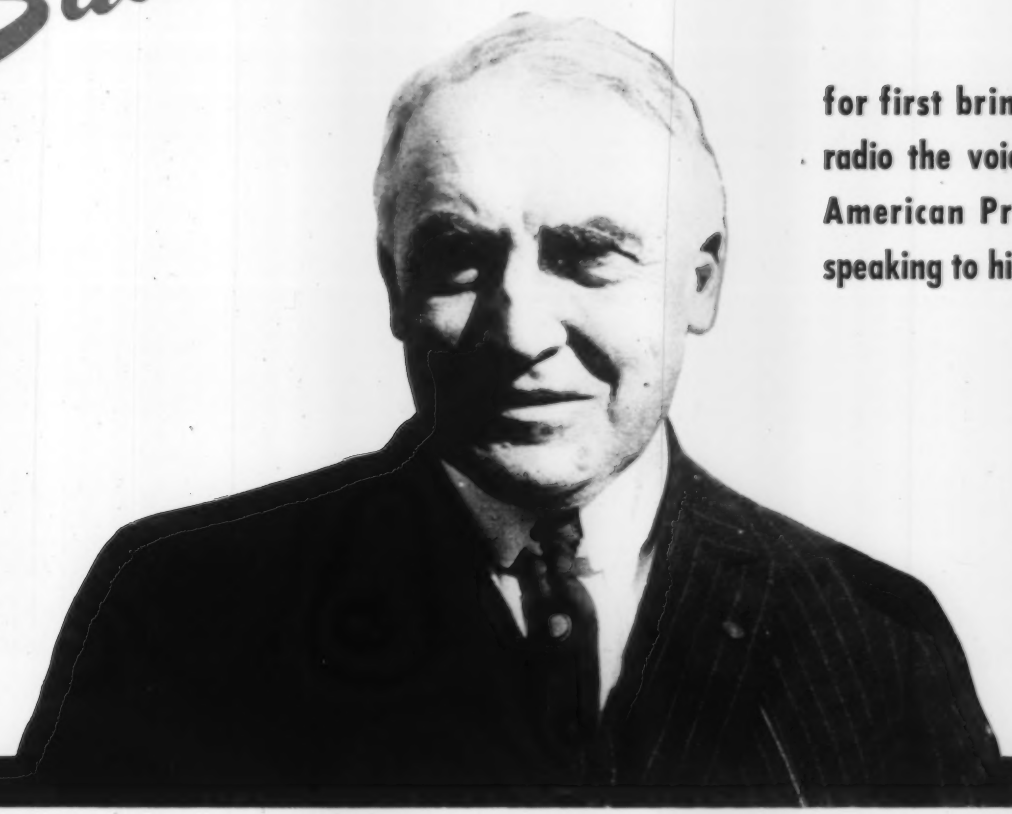
SAFEWAY STORES, San Francisco, on Sept. 25 starts sponsorship of operas by San Francisco Opera Co. direct from War Memorial Opera House on 39 Don Lee stations. Series of 15 operas extends through Oct. 27, originating at KFRC San Francisco. Agency, Foote, Cone & Belding, San Francisco.

WKWF TO JOIN MUTUAL

WKWF Key West, Fla., new 500 w station, will join Mutual when it starts regular broadcasting in about a month.

XUM

Salute to KSD, ST. LOUIS



for first bringing to radio the voice of an American President speaking to his people

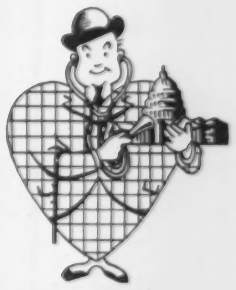
Presidents of the United States had spoken to the American people on great public questions since George Washington's time; but on June 21, 1923, Warren G. Harding became the *first* to have such an address *broadcast* and heard by an unseen listening audience.

Much had been said of the important public issue of the day, America's participation in the *World Court*. But President Harding's talk on June 21 was of added significance, for here, on a speakers' platform less than two miles from a Mississippi levee, words were being uttered to be heard simultaneously in all parts of the country.

The President spoke in the Coliseum at St. Louis before two microphones—one to give the program to KSD on the roof of the St. Louis *Post Dispatch*, and the second to transmit the address over long distance lines to the WEAF transmitter in New York. Other broadcasting stations throughout the country, as a courtesy to the President, remained *off the air*.

Ten minutes after the President finished speaking, a long-distance call was received from a listener in Winchester, Indiana, telling of *perfect reception*. Messages and letters, acknowledging reception of the broadcast and expressing appreciation of KSD's service, poured in for several days following the broadcast. Those who wrote told how listeners put their receiving sets on the porches of their homes, and as many as 100 neighbors gathered around to hear the President's voice.

Yes, this historic broadcast opened wide new horizons in radio's service to the American home and nation. Today—stations, large and small, give special events coverage that dwarfs in accomplishment the magnitude of yesteryear's experiments. Broadcasting's transmissions from the furthermost corners of the earth have become as commonplace as back-fence conversations. How matter of fact today are such world-wide originations as those recently of KMBC of Kansas City when the Heart of America welcomed home two great native sons—President Harry S. Truman and General Dwight G. Eisenhower!



KMBC

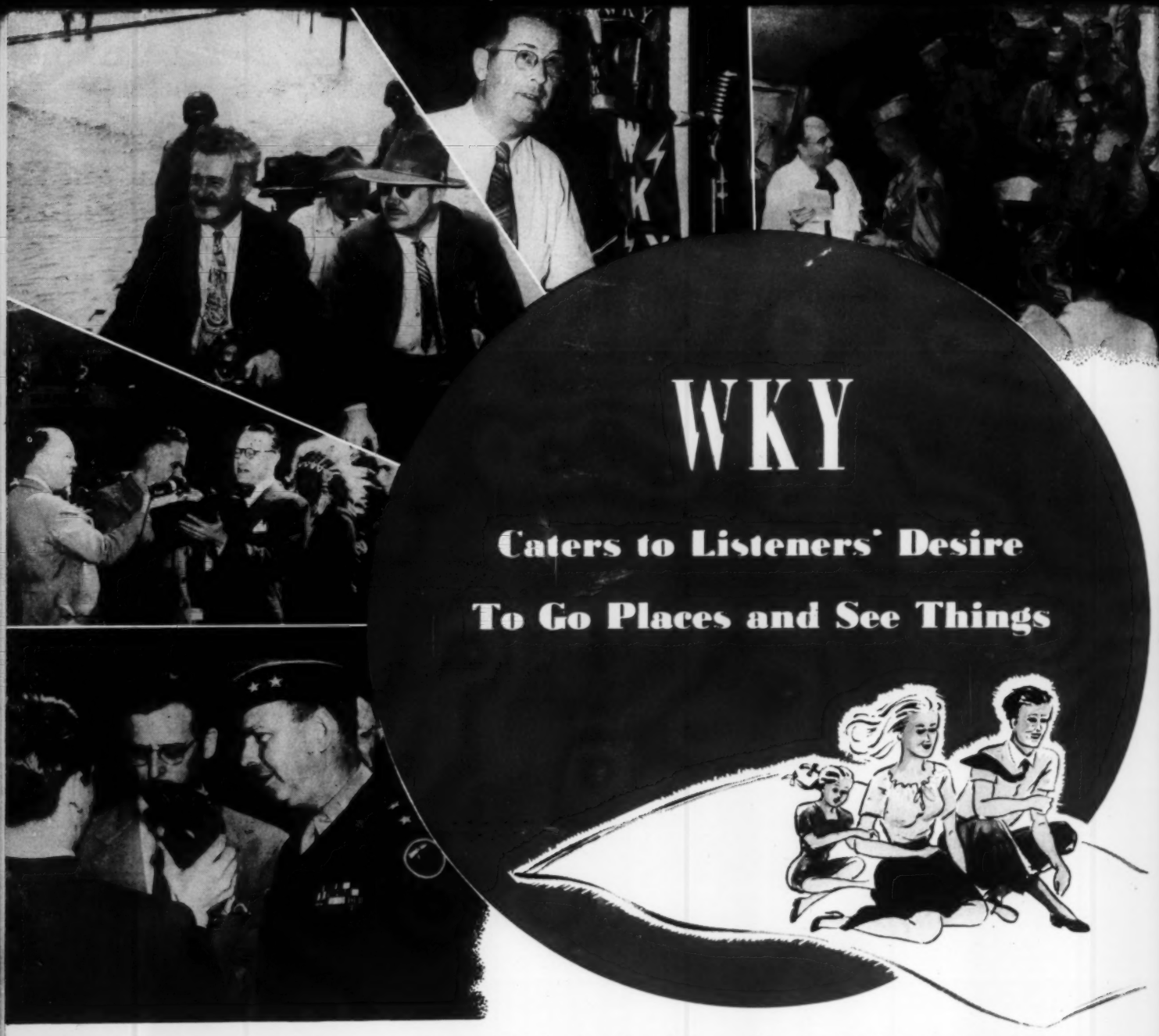
OF KANSAS CITY

Free & Peters, Inc.

Of course, KMBC-FM—An extra service at no extra cost.

SINCE 1928 — BASIC CBS STATION FOR MISSOURI AND KANSAS

PRINTED IN U.S.A.



WKY

Caters to Listeners' Desire To Go Places and See Things

THE universal human desire to go places, see things and meet people has, in recent years, been admirably served by radio and by WKY in particular.

The insatiable curiosity of humans to know what is going on, how, when and where; their desire to be "in on" big news events as they occur; and their desire to meet and listen to newsworthy people imposes an obligation which WKY has always earnestly and eagerly fulfilled.

Restrictions on automobile travel during wartime made the coverage of important state events especially important to Oklahoma listeners who under normal conditions would have attended them in person.

Typical of WKY's coverage of events of special significance to Oklahoma listeners during recent months are those illustrated above, clockwise: 1. Return of Oklahoma City's Major General Raymond S. McLain from active combat shortly after V-E Day. 2. Ceremonies marking beginning of American Airlines transcontinental service through Oklahoma City. 3. WKY news men in Eastern Oklahoma flood area last spring. 4. Secretary of Agriculture Clinton P. Anderson speaking at Oklahoma A. & M.'s Farm and Home Week. 5. First interviews with Oklahoma G.I.'s returning from European theater at Camp Chaffee, Ark.

For 18 years, WKY has sensed a duty and obligation to perform this type of service for Oklahoma listeners. Year after year, WKY has added to and improved its facilities to render this kind of service until today it has at its disposal the most complete equipment of any station in the state and uses it to give listeners as broad and complete a service in this respect as any station anywhere.

WKY • OKLAHOMA CITY

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The Daily Oklahoman and Times—the Farmer-Stockman
KVOR, Colorado Springs—KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY.

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